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The American Perfumer

and Essential Oil Review

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NEW YORK

AUGUST
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NEW YORK

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See also page 9

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NEW YORK

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In This Issue

SOME interesting experiments have recently been conducted to test the reactions of individuals to odors. Their results are given in an interesting article by Colleen Smith, who took part in the tests. For the technical perfumer, Dr. Fred Winter returns to our pages with a discussion of the odor values of aromatic materials, a subject of more than passing interest. Mr. Gracey and Mr. Peehl continue their articles and Mr. Fairman tells us what part price pays in toiletry sales, of which we may have more to say later. News is plentiful in spite of vacations and an alleged dullness which is hard for us to locate. We think you will like this issue.

The
American Perfumer
and Essential Oil Review
Registered U. S. Patent Office

VOL. XXV

NO. 6

Guaranteed Quality

"StaffAllen's"



*I*T is not a sufficient guarantee of the quality of an essential oil that it be pure and unadulterated. An oil may be said to be absolutely pure when prepared from the proper natural material with no admixture of other substances either to the raw material or to the resultant oil.

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OTTO OF ROSE D'OR

*W*HEN a product has been on the market for years and is as well and favorably known to all users of perfume materials as is Botu Pappazoglou's Otto of Rose d'Or there remains nothing new to be said about it.

The purchasing of Otto of Rose is essentially a question of confidence in the brand and the fact that Otto of Rose d'Or has held the leadership for so many years and still holds it is sufficient proof of the esteem in which its quality is held by those best competent to judge its merits.

UNGERER & COMPANY : : **New York**
BOTU D. PAPPAZOGLU, S. A., **Kazanlik, Bulgaria**

The American Perfumer

and Essential Oil Review

Registered in U. S. Patent Office

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Established 1906

NEW YORK, AUGUST, 1930

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Over-Selling a Serious Trade Problem

A FEW months ago, a statement of trade practice in the matter of returned goods was adopted by The Perfumery Importers Association. It was an excellent statement calculated at least to minimize the evils of returned merchandise and, adhered to, likely to prove of great benefit to the trade. In considering the subject of returns, however, might it not be well if the industry went deeper into the question in an effort to discover and eradicate the root of the evil?

Without going too deeply into the causes of excessive returns, it is apparent, especially during periods of slight recession in business activity, that there is a distinct tendency on the part of the toilet goods industry toward over-selling. Goods will not be returned if they can be sold profitably and within a reasonable time after purchase. The wholesale or retail dealer, who consistently keeps his stock within the limits of anticipated sales is hardly likely to burden the manufacturer with unusual demands for credits and refunds. Hence, it is apparent that, if stocks are held to salable limits, at least a part of the trouble occasioned by returned goods will be obviated.

With a sharp recovery in business generally predicted for the autumn and a period of rather lean business to be offset, it will be but natural for salesmen to push their lines to the limit during the next few months. But they should bear in mind the results which may follow a brisk sales campaign and guard against trouble to come by a careful analysis of the difficulties which over-selling may bring.

There are many reasons for over-stocks of merchandise but not for all of them is the manufacturer to blame. Frequently the retail dealer, especially during the winter and spring holidays, desires to have on his shelves and in his cases a variety of toilet goods out of all proportion to his reasonable needs or sales expectations. He buys more than the manufacturer recommends and he goes in for

lines on which his normal sales expectancy must fall below his purchases. The manufacturer and especially the salesman, anxious to make a good showing, can hardly be blamed for accepting his orders even though he knows that a large proportion of the merchandise will be returned, and in none too good condition, after the holiday season has passed.

There are other reasons, however, more directly traceable to the door of the manufacturer himself. It is natural for him to inspire his salesmen with as much enthusiasm as is possible, to set quotas in advance of territorial or store needs and to make every effort to display his goods in volume on the shelves of the retailer. This tendency is likely to be carried too far and its results can only be over supply with its attendant troubles.

Less excusable still is the tendency to over-production, which has troubled all lines of American industry since the war. Over-production, in fact, is largely responsible for over-enthusiastic selling. Holding stocks of manufactured goods in warehouse after they are made is costly. It is but natural that the oversupply should be forced into the market as rapidly as possible and without a great deal of thought on the question of whether the market is ready to absorb it or not. High quotas and over-enthusiastic sales efforts are at least partly traceable to the fact that the plants produce more material than can possibly be purchased by the public.

Another prevalent cause of over-stocked dealers is the desire on the part of the manufacturers to load up the dealer so that the latter cannot take on sizable lines of competitive stocks. But it is a costly method of competition, if the ultimate results are taken into consideration, which is the case all too infrequently.

It is not in returned goods alone that the manufacturer suffers from over-selling his trade, although this is one of the most obvious of his difficulties. Most producers desire that their prices be

maintained, at least within reasonable limits. When they over-stock the dealer, they virtually insure that their prices will be slashed, if not in regular trade, at least in bargain sales of more or less "distress" merchandise.

Further, if the goods cannot be sold at regular prices or later at cut price sales, and if they are not returned, they remain in retailers' hands, gradually become shop worn and obsolete and in the end act as a drag on the manufacturer's regular lines. To avoid this, one manufacturer reconditions shop worn goods, a practice which does not alleviate and probably encourages the growth of the evil. Purchasers, who buy these old and obsolete wares, regardless of the fact of cut prices, are prone to judge the goods of the maker by these extremely poor samples of his work. The effect on his good will is obvious.

It is probably impossible to draft a code of business practice which will overcome entirely, the evil of over-selling. Something along the line could doubtless be accomplished by general agreement but over-selling, over-production, and an ill-judged desire to shut competitors off from the market are matters which only the individual manufacturer can work out for himself. When he realizes that over-selling and over-production, far from advancing his line with the public, lead only to enormous volumes of returned goods, price cutting, displays of obsolete merchandise, and, worst of all, ill will among the public for his product, he will doubtless take steps to curb his own enthusiasm and hold his production and sales within the boundaries of the possible market.

On Launching a "New Line"

WE have watched with no little interest the careers of some of the new cosmetic "manufacturers" who, attracted by the apparent profits to be gained in the beauty industry, have plunged into the field with little preparation and no particular aptitude for carrying on the business successfully. Particularly have we watched those companies whose only foundation has been a famous name, perhaps that of an opera or motion picture star or some other public character, and an "angel" to pay the initial bills and hope for a later "clean up".

What we have seen has not been gratifying. Spectacular advertising methods, sensational news stories or rather publicity puffs, a little early distribution of which much is made and later on a creditors' meeting if nothing worse, and losses for our good but sometimes gullible friends in the raw material and supply trades. These latter disastrous consequences usually follow when the "angel", damaged a bit by the stock market or interested in other more intriguing projects, decides to be an "angel" no longer or to do his "angeling" in other quarters.

These debacles contribute nothing to the toilet preparations industry. They make the financial

public wary of substantial enterprises in our field. They hurt the raw material and supply trades and they are likely to hurt the goodwill of the consuming public. Incidentally, actual failures always place in the hands of unscrupulous retail and wholesale dealers materials which they can play with in devious ways to the great detriment of legitimate products.

Apparently more than a name and an advertising appropriation are required for the launching of a successful toilet goods line. We can think of several prerequisites often overlooked by those attracted by quick profits. First, the products must be of good quality, or at least a good value for the price charged, and must fill a genuine need. More important, those who enter the business must have some knowledge of the field and of the particular methods which have been used in building up every successful line now on the market.

If any of our readers are considering launching a new toilet goods enterprise, or doing a bit of "angeling" for a prospective manufacturer, we strongly urge them to satisfy themselves first that there is a sound foundation on which to build. If all they can find is a name and a desire to get rich quick, we suggest that they turn their energies and funds to something safer and surer of ultimate profits, such as selling fur coats to Hottentots or bathing suits to Eskimos.

OUR ADVERTISERS

ALBERT VERLEY, INC.

Chicago, Ill.

AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW,
432 Fourth Ave., New York City.

GENTLEMEN: In renewing our contract with your publication for the ensuing period, we feel it is fitting and opportune to express a gratitude of long standing. Frankly and briefly, we feel that the consistent growth of our organization; the successful establishment in this market of the products and specialties of the House of Albert Verley, Incorporated, are results, in no small measure due to our consistent advertising in your medium over the past years.

Moreover, the kind suggestions and cooperation extended us by your publication from time to time have been of considerable value and greatly appreciated we assure you.

The news items, the material and text matter have never failed to be of constant interest and we look forward to a continued happy relationship with THE AMERICAN PERFUMER.

Again wishing you continued success, we remain

Yours very truly,

ALBERT VERLEY, INC.

D. A. BENNETT, *President.*

New Alcohol Advisory Committee

*Appointments Include Several Representatives of
Toilet Goods and Flavor Industries—
Conference Held on Enforcement*

WASHINGTON, August 15.—A new alcohol advisory committee of fifteen persons, containing several men prominently identified with the perfume and flavoring extract business, was announced by Dr. James M. Doran, Commissioner of Industrial Alcohol, on July 23.

Paying a high compliment to the members of this committee for their past cooperation with the government authorities, which he said had made possible the relaxing of governmental vigilance in many instances without fear of law violations, Dr. Doran in his formal announcement stated:

"The Bureau of Industrial Alcohol, desiring to promote a better understanding and bring about a closer contact with various scientific, professional and trade organizations concerned with the manufacture, distribution and use of alcohol and liquors for industrial and medicinal purposes, has formed a new contact committee.

"This advisory committee will cooperate with the bureau in working out problems arising under the permissive sections of the national prohibition act. Industrial and scientific problems will be given attention to the end that fair and efficient administration may be promoted."

The members identified with our industries who hold membership on the new committee are:

Dr. Martin H. Ittner, of New York City, chairman of the Industrial Committee of the American Chemical Society and connected with the Colgate-Palmolive-Peet Company.

Everett B. Hurlburt, of South Glastonbury, Conn., chief chemist of the J. B. Williams Company.

Fred S. Rogers, president, of McMonagle & Rogers, of Middletown, N. Y.

Willoughby M. McCormick, of Baltimore, president of McCormick & Company.

Frank M. Noonan, of Boston, of T. Noonan & Sons.

Soon after the announcement of the committee membership, Dr. Doran had prepared and mailed to the members a proposed set of rules and working principles for the conduct of future business between his bureau and the manufacturing public, it has been learned.

The contents of the communication with the members were confidential and probably will not be known until after the advisory committee has met and passed upon them, probably in September.

The remaining membership of the committee follows: Dr. William C. Woodward, of Chicago, director of the Bureau of Legal Medicine and Legislation of the American Medical Association.

Harrison E. Howe, of Washington, D. C., editor of the *Journal of Industrial and Engineering Chemistry* of the American Chemical Society.

H. S. Chatfield, of New York City, president of the National Paint, Oil and Varnish Association.

S. C. Henry, of Chicago, secretary of the National Association of Retail Druggists.

C. Mahlon Kline, of Philadelphia, president of Smith, Kline & French.

A. Homer Smith, of Philadelphia, president of Sharpe & Dohme.

R. R. Brown, of New York City, president of the U. S. Industrial Alcohol Company.

Charles L. Reese, of Wilmington, with E. I. du Pont de Nemours Company.

Frank A. Blair, of New York City, of the Centaur Company.

Donald D. Conn, of San Francisco, managing director, the California Vineyardists Association.

A two-day conference of supervisors of permits called in from the twelve administrative districts into which the country is divided has just been concluded.



DR. M. H. ITTNER



W. M. MCCORMICK



F. S. ROGERS



E. B. HURLBURT

MEMBERS OF ALCOHOL ADVISORY COMMITTEE FROM PERFUMERY AND FLAVOR INDUSTRIES

This conference was the first one held since July 1, when enforcement of prohibition, aside from the administrative and permissive features, passed into the hands of the Department of Justice, leaving only the work now performed by Dr. Doran in the hands of the Treasury.

Following that conference, the commissioner announced that the change in operations had been made without interruption of public business, noted that "every official step had been taken to insure the expeditious handling of the public business," and delivered the following pledge observations regarding the new organization:

"We have one primary obligation, namely, to see that public business is conducted with courtesy, with dignity, with decency, with honesty, with fairness. We must keep these thoughts always before us.

"We must conduct public business with great consideration for those of the public who do business with the bureau. We have what I think is a most important business function. We are responsible for the collection of \$9,000,000 of public revenue, the collection of taxes that Congress has imposed on certain commodities whose manufacture, storage, distribution and use we otherwise supervise.

"Conduct of the permissive system, to be successful, requires a high degree of judgment, poise and moral courage upon the part of all supervisory officials. It is not possible to forecast and see clearly what a taxpayer or a permittee has in his mind or will have in mind in the future.

"A certain number of them will violate the law. A certain additional number will violate the terms of their permits. That is human experience. What we must do is to apply the best judgment and reason we can in handling the public business to see that no one is accorded a permissive privilege against whom there is any specific evidence or information available which indicate that the privilege is not sought in good faith.

"The Director of Prohibition (Amos W. W. Woodcock) made a very fine straight-from-the-shoulder talk to his men. He has a fixed purpose to act within the law, with the final objective in mind of reducing the supply of intoxicating liquors that is consumed in the United States for beverage purposes and by that final test is to be judged. Now, that is also our platform and our program.

"We want to conduct the affairs of this bureau to the end that the diversions of lawfully produced liquors will be further reduced to the minimum in order that law enforcement may reach its maximum efficiency. We want to do that with due regard to the obligations imposed upon us by law and which are dictated by good, sound, common sense.

"We also have a rather difficult task to perform in seeing that the interests and activities of certain legitimate permissive classes, including professional, business and manufacturing groups, are protected, preserved and promoted, which is a just and proper government obligation."

Pertinent

Junkman: "Any rags, papers, old iron?"

Householder (angrily): "No, my wife's away."

Junkman: "Any bottles?"

F. T. C. Acts on Marking

WASHINGTON, August 10.—Testimonials other than genuine opinions of the authors for proprietary medicines and fictitious price marking for toilet articles will be discontinued, according to stipulations signed with the Federal Trade Commission, the commission announces.

In a second stipulation proceeding, a dealer in toilet articles agreed to stop fictitious price marking. Fictitious and exaggerated prices will no longer be marked on his products by an individual dealer. He will discontinue publishing misleading statements concerning the value of his articles.

Cold compound, laxative tablets, proprietary medicine: Statements which do not truthfully describe the therapeutic value of its product will be eliminated from the advertising matter of a corporation manufacturing a cold compound, laxative tablets, and a proprietary medicine.

Beauty Culture

(Reprinted from the Buenos Aires Herald, March 16, 1930.)

The average American woman now spends no less than \$50 a year on her face, according to the president of the National Association of Cosmeticians.—Chicago Tribune Co-Operator.

No cosmetician who is worth his salt—

And most of them are conscientious birds—
Can fail to bring himself to sudden halt

And ponder deeply on the weighty words
His wise old president has told the press,

And lighter whispers which he said to me,
And which I here repeat in kindliness

To local members of the Faculty:

"O Cosmeticians, let us strive to earn

The gratitude of all the fair unwed,

Also a handsome profit and in turn

Reduce by ten per cent the overhead.

I think a nation-wide, determined drive

Amongst our girls would not be out of place,

For once they feel the urge, each will contrive

To spend one hundred dollars on her face.

"Nor is the gilded merchant of the west

By any means immune to 'lifted' cheek,

As sundry bootleg barons can attest

When handing out two hundred bucks a week;

While scattered o'er the land, on labor bent,

A million hubbies, though they know it not,

Owe their enslavement to a great extent

To Orient Facial Cream—the large size pot."

HAROLD TATAM.

Board of Trade Inspection Trip

On August 12, the New York Board of Trade, Inc., took the steamer *Riverside*, for one of its periodic inspection tours around Manhattan Island. An unusually large crowd was present and enjoyed the interesting sights of the harbor including the new Hudson River Bridge and several new pier and terminal projects on which work is now being carried out.

The Royal Name Influence

Product, Package and Advertising—Three Factors

Necessary to Success of Any Line

by M. N. Conklin

THE mention of royalty has always caused us to catch our breath and creates in us a feeling of respect and wonder perhaps originating from our childhood impressions of "Prince Charming" and the "Poor Little Lame Prince." Even with the replacement of the ruling houses by democracies of a sort, the magic surrounding these people of titled birth still fills us with an awe due to an inconsistent admiration for all things foreign or imported. There is no doubt that a line of perfumes manufactured by a member of a foreign royal house would perforce enjoy a better start in the cosmetic field than one of domestic make. Friends and curious people, the former to be of assistance and the latter for the "thrill" of using something bearing the name of royalty, would buy a product once, but should the perfume or cream or whatever it is not measure up to the rigid requirements of the critical public, no repeat orders would be forthcoming. The general public may be induced by the mysteriousness of the names on these bottles to make the initial purchase but it is too practical minded and holds to its reputation of requiring full value too well to be misled into using a poor product dressed in royal costume.

Another important consideration which will help to make or break a line is the package. Whether of foreign or domestic manufacture and whether a good, bad or indifferent product, the package must be practical, artistic and not too expensive in appearance. Such practical details as the tightness of the cap to enable safe packing on a week-end trip, the jar so shaped that the very last bit of the contents may be easily removed, etc., are major—and do not think for one minute minor—considerations when placing a line upon the market, be it marketed by a well-established or an unknown company.

Just as important as the basic steps of getting your product and packaging it properly is the placing of it before the public eye. A well-planned and consistent advertising and publicity campaign must be thought out. Naturally a line bearing the name of one of the royal houses of Europe will be rated a superior product, or what is known as a "high-priced" line. To uphold this reputation the advertising copy and mediums used must correspond. The idea of exclusiveness must be read into every line with an adroitness so skillful that the desired impression is created without the reader realizing it.

Outstanding among lines falling in the above class are the perfumes of Prince Matchabelli, the creams of the Amarin Company, sponsored by the Grand Duchess Marie of Russia, the Alexandra de Markoff line, developed from the formulas for many years in the Countess de Markoff's family, and the Princess Rospigliosi's products.

To understand the success that Prince Matchabelli has made of his perfumes it is necessary that we know something of his early life. Born in Georgia, a small state under the suzerainty of Russia, he was the scion of a wealthy and noble family. The young Prince received a very fine education in universities in France and Germany. His studies at the University in Berlin led him into the field of engineering, and of course as one of the requisites of this course, chemistry. His interests therefore were rather far afield from perfumery. One day a lady from Paris who had used practically all of the perfume of an unknown name, but of a most intriguing odor met the young student and upon finding him to be a chemist asked him to discover what was in the perfume and to make her a replica of it. Not wishing to appear stupid he took the sample to his chemistry professor who advised him how to go about it. While he did not produce the odor exactly, it was so near it and so pleasing that the lady preferred it to the original.

When the war came and Prince Georges Matchabelli like all the other Russian nobility had his estates confiscated he wandered over Europe and finally to America, where he started an antique shop on Madison avenue in New York City. The enormous capital required to carry on this business and the great competition necessitated him looking around for some other line to which to devote his efforts. And the thought of the perfume he had made so satisfactorily for the lady from Paris came to mind. Consequently he devoted all of his spare time to the development of a perfume which would please the American public. Late at night he could be seen working in his laboratory on 56th street, mixing the different oils until he felt satisfied that he had at last obtained the proper compound. When this was obtained the next step was to secure the proper package, for he realized that the first appeal is through the eye. In 1927 he worked out the idea of the crown package which is today associated with the name of the company. He was ready to start on commercializing his new venture.

The Prince Matchabelli Line

The company, Prince Matchabelli Perfumery, Inc., which was incorporated in 1926 with the Prince as president, the Princess as vice-president and W. J. Overhamm as secretary and treasurer, started with their first order from Hickson's in New York City in 1927, and a short time later from Bergdoff Goodman. It was not long before many other exclusive shops on Fifth avenue wished the line, and today it is carried in many stores throughout the country.

The first odor developed by the Prince was the Princess Norina which won immediate popularity. Realizing the necessity of adding to the line from time to time he brought out the Ave Maria in 1927. In the latter part



PRODUCTS OF PRINCE MATCHABELLI, ALEXANDRA DE MARKOFF AND AMIRAN, INC.

of 1929 two new perfumes were launched, the Duchess of York and the Empress of India. These two have won great popularity, the Prince states, especially the former, a delicate but lasting lilac odor.

Last year after much thought and planning the Prince opened a foreign branch in France. His factory is located at 58 Rue de Meudon, Clamant, a suburb of Paris and his shop at 26 Rue Cambon, Paris. This year he has opened a London agency, which is supplied from the Paris factory, as are also the South American agencies.

The Amiran Products

Another member of the Russian nobility, the Grand Duchess Marie, of Russia, first cousin of the late Czar Nicholas II, and daughter of the Grand Duke Paul, finding herself in somewhat the same predicament as Prince Matchabelli, as to the necessity of capitalizing herself and any possible assets, decided to reveal the formulas from which the creams used by her family had been made. As a result Amiran, Inc., was developed with offices in New York City. The line consists of a finishing cream, a cleansing cream, a skin food, an astringent lotion, a liquid protection cream, a hand lotion and toilet soaps.

The three factors considered necessary to the success of the line were first, of course, the product, next the package and then the publicity. The product being assured from the formulas in use for generations, the proper package was sought. A combination of black and gold was the color scheme. The black jar with the gold top containing the royal crown was decided upon as the one most in keeping with the prod-

uct, and one which would represent the exclusiveness desired.

In keeping with the jar is the outer container. The black box with the gold crest on the top is very suggestive of a royal line. Other containers for the lotions and the soap are correspondingly suitable. The bottles are packaged in the same black and gold outer containers as the jars, but round in contour. The soap is wrapped in gold paper, with the black crown for decoration.

The Alexandra de Markoff Line

The Alexandra de Markoff line of cosmetics consists of four preparations—a fluid skin cleanser, a skin tonic, a skin food and an astringent—as well as a powder base and powder. These products have recently been presented to the American market by Martin de Markoff, son of the Countess Alexandra de Markhoff, also of the Russian nobility. The formulas for these preparations originated in the latter part of the 18th century and the beginning of the 19th with Count Arcadi Ivanovitch de Markoff, a Russian diplomat and also doctor to Catherine the Great, Empress of all the Russias. These formulas have been handed down from generation to generation and are today applied in the Alexandra de Markoff salon, located at 1 East 53rd street, New York City, and are also being distributed through several of the Fifth avenue stores and a few exclusive shops throughout the country and South America.

The packages of this line are along very simple lines. The milky white bottles with the royal purple ribbons

(Continued on Page 357)

Exporting to Latin America

One of the Most Important Markets Is

Afforded by Argentina—

by Wilbur T. Gracey

WHETHER we classify toilet preparations amongst the everyday necessities, or expensive luxuries, there is probably no country in South America that can better qualify as a ready market for these goods than the Argentine.

The country is rich and prosperous, its per capita wealth is exceeded by few other countries, either in Latin America or in other parts of the world. Its capital city, Buenos Aires, ranks sixth amongst the great cities of the earth, and it is the largest city in South America.

Buenos Aires and the country in general call for American goods in increasing quantities.

The annual consumption of toilet articles exceeds ten million dollars, but owing to the protective tariff, the volume consumed is taken care of largely by domestic production. Not more than 20 per cent of the toilet articles sold in the Argentine come from abroad, and half of these importations originate in France. The United States supplies approximately half of the balance, or 25 per cent of the total importation.

Before the late war France had practically a monopoly of the import trade in Argentina in toiletries, but during the war period and since that time the United States has been successful in securing a foothold, which can undoubtedly be strengthened.

The population of the Argentine is in the neighborhood of seven and three quarter millions of people, chiefly Mestizos (resulting from the intermarriage of Spanish or Italians with the natives). There are approximately one and three quarter million "foreigners," Spanish, Italian, French, British and Americans, and a small number of native Indians.

Speaking broadly the people of the Argentine may be considered as of light complexion, and their average purchasing power is high.

Both men and women use perfumes, the men to a much larger extent than is usual in the United States. Scented soaps are also more in demand than with us, and there is a large demand for powder.

American brands of dental preparations, especially pastes, are popular, and to avoid the payment of high import duties some of our American manufacturers, and those of other nations, have established their own branch factories in the country.

Powders of all kinds are locally manufactured, and small quantities imported from France and the United States, the former supplying most of the face powders, while talcums come from this country. There is a considerable trade in toilet waters, lotions and hair washes, which are also manufactured locally. Cosmetics mostly come from France, though the cheaper qualities are produced locally.

The domestic manufactured products are inferior in quality and priced at about half the imported goods. Eau de Cologne has been manufactured for over

twenty years locally, mostly by manufacturers of French nationality or descent, and importations have become unimportant, though a certain quantity still comes from England, and is looked upon as the standard of quality.

The essential oils consumed in manufacture are almost entirely from France—small quantities of certain

oils coming from the United States—and alcohol of 96 per cent purity is produced locally.

There are over fifty factories manufacturing toilet preparations in the country, but late statistics of the outputs are unobtainable. Incidentally packages, such as bottles, boxes, cartons, etc., are produced locally.

Most of the oxide of zinc used in the manufacture of face powders comes from the United States, and much of the talc originates in Italy.

Only one method of distribution has been found entirely successful in this market. Practically all the foreign manufacturers, whether European or American, deal through exclusive representatives located in the country. These wholesalers are usually in Buenos Aires and carry small stocks for immediate deliveries and take orders for larger shipments to retailers and wholesalers in other places. Probably the best plan for the new entrant into this market is to obtain, if possible, some energetic sales representative who will act on a commission basis, or import on his own account and sell to jobbers and retailers.

Your ability to secure a satisfactory agent depends on several factors—the credit terms which you are prepared to allow; your facilities in keeping your agents fully supplied with stock; the quality of your product; the quantity of advertising which you do and the allowance for this purpose which you are prepared to expend in conjunction with your representative.

As a general rule terms of sale in Argentina on this class of goods range from 30 to 90 days, though occasionally if the product is well known, and extensively advertised, sight draft may be possible, though unusual. Your competitors, especially German and Spanish concerns grant even longer terms, up to 180 days. Prior to the war German and French manufacturers and exporters allowed purchases on open account, and in some instances these terms still hold.

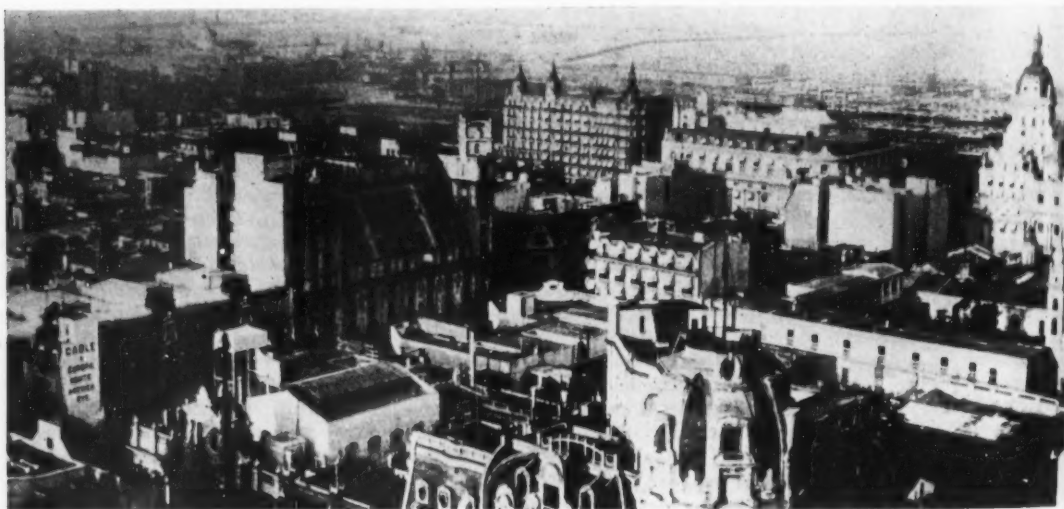
It is customary for agents to grant long terms to their local customers, and this must be taken into consideration by them when purchasing. These long credits are an extremely important matter to the importer and United States exporters and manufacturers must give the matter every consideration.



Your facility in making deliveries will depend entirely upon your familiarity with export trade, routes of shipment and time of transit. There are however, so many first class forwarding agencies located in our cities now, that this should not constitute a serious handicap—it boils down to the selection of a capable forwarding agency and careful consideration of time of transit, coupled with prompt action on orders received.

The quality of your goods is preeminent and the future increase of your trade in this market probably depends largely on your ability to convince the Argentine of your unchanging quality. Attractiveness of the package is of great importance also, especially its modernity. The French are past masters in the preparation of attractive packages, and this is the competition with which you will come in contact. It may be found desirable to ship your products in bulk to your representative and allow him to package them locally, thus saving high duties on packing materials. European firms are following this method constantly with increasing success. Your labels will, of course, be in Spanish, though the English equivalent should also appear on the package, to show that they come from the United States.

Our exportations of toilet preparations to the Argentine have fallen off in recent years and it is generally believed that this is due first, to the fact that more products are being manufactured locally in increasing quantities—some by American firms, actually American products made on a royalty basis, but do not appear in our export statistics, and secondly, because we have not accentuated the point of standard quality as much as might have been done.



GENERAL VIEW OF BUENOS AIRES

Almost any of the methods of advertising followed in the United States can be applied to the Argentine market, and if suitable appropriations are made for the purpose, there would appear to be no reason why American products cannot be sold as extensively in the Argentine as in our own country. The means for ad-

vertising are adequate, and owing to the fact that most of the magazines and newspapers published in Buenos Aires, circulate throughout the entire country, a much wider distribution of your advertising message can be obtained at less expenditure than is possible in this country.

The manufacturer who seriously contemplates selling in the Argentine market, should give this matter of extensive advertising his earnest attention, and make adequate appropriations for the purpose, to assist his local representative. Probably the obtaining of a suitable and satisfactory agent will depend largely on the amount of sales help that you as manufacturer are willing and able to extend to him.

The soap trade is growing annually, although local manufacture is on the increase. Fancy soaps are imported in considerable quantities and the trade shows annual gains. Other soaps are more seriously affected by local manufacture. The people are great users of fancy soaps, especially scented soaps, and here, as in the case of perfumes and other products, the attractiveness of the wrapper and package is of importance.

The point of attractiveness of the package is of the utmost importance in the Argentine market, as both soaps and other toilet preparations are largely purchased as gifts.

As regards the retail outlets these differ very little from the United States, these products being handled generally by the department stores, barber shops, beauty parlors, perfumers and small "miscellaneous goods" stores, or what in other countries might be called bazaars. Most of the well known American toilet products will be seen on the shelves of Argentine stores, with the same familiar labels, except for the

addition of descriptive matter in Spanish. Advertising matter relative thereto is, of course, invariably printed in this language.

The competition is intensive, and for any sustained success a combination of constant advertising and a first class selling representative is imperative.

Owing to the distance between the Argentine and the United States, and loss of time necessary for parcel post shipments, mail order business has not proved entirely satisfactory in this line and very little has been done. The mail order business is also affected by the difficulties of importation, payment of duties, etc.

Your success in this market will depend almost entirely upon your ability to secure a satisfactory local representative, or your sending the right man from your own staff to act as your exclusive representative. For the latter you will require someone familiar with Spanish, and with the Latin American people and their



PLAZA WITH GOVERNMENT BUILDING IN BACKGROUND, BUENOS AIRES

Customs valuations are fixed on a definite table of value, and this has no connection whatsoever with the price in the United States. As a general rule duties are assessed on the basis of 57 per cent of the fixed valuation. Where containers are unusual or elaborate they are dutiable separately as merchandise.

Manufacturers contemplating entering this market would do well to get all available information from the Pan American Union and Bureau of Domestic Commerce, and sources mentioned in my previous articles.

The following publications issued by the Bureau will prove of interest and value:

"World Trade in toilet preparations—No. 27, Argentine."

"Market for toilet preparations in Argentine," from American Consulate at Buenos Aires.

Your representative in Argentina will probably be located in Buenos Aires, and will handle the entire trade from that point, though it may, on consideration seem advisable to secure agents for the west and northwest located at Tucuman or Mendoza; for the north at Cordova or Rosario, and for the south and southwest at Bahia Blanca. As a general rule, however, it will be found that a competent agent in Buenos Aires can cover the whole country satisfactorily.

It is estimated that the purchasing power of the Argentine as regards imported goods is higher than in any other of the Latin American countries, the amount per capita per annum being estimated at between \$45 and \$50. The wealthy class can afford to buy luxuries, and there is much wealth amongst the Mestizos as well as the Italian, Spanish and other nationalities. These are all good prospects for your high grade toilet goods.

buying customs, but whichever you do, he must be well backed up with ample advertising allowances, and may require some time to put your business on a paying basis.

You should also keep in mind the ultimate idea of packing your goods in the country, or possibly manufacturing there, to obviate paying a high import tariff.

The Royal Name Influence

(Continued from Page 354)

and the Alexandra de Markoff name written in script across the face of the bottle forms a very dignified container to this line of high grade creams and lotions. The same style of package effected throughout for the entire line connects the various products to the name "de Markoff" and having seen the package for one item recognizes the container for the others.

The company was incorporated this year with Martin de Markoff Bothelho as president and treasurer; Mrs. de Markhoff Bothelho, vice-president and Miss Catherine Martin as secretary.

Princess Rospigliosi's Products

The Princess Rospigliosi is developing her line of cosmetics along little different lines from those we have mentioned above. At her offices on 57th street in New York City, she imports beautiful pieces of Italian pottery and glass which are the containers for her products. The Princess' line is still in the formative stage and we will have more to say about it in another article.

The Varona Products in New Dress

COINCIDENT with the development of the sale of the Varona products nationally appeared the conservative but arresting new packages, which Miss Angela Varona, manufacturer of the line, designed herself. The important feature of these containers is the label, which is uniform throughout. The pyramid outline depicted in the accompanying photograph possesses all the requirements of a scientifically correct design. The upward tapering draws the vision with it and at the crucial point is very cleverly printed the name of the different products.

While the attractiveness of contour may be seen from the packages shown herewith, the arresting color combination cannot be realized without seeing the actual label. A flaming red with a wide silver border and silver lettering achieves the purpose of attracting the eye to this bottle or jar from among a group of many others, and that today is one of the essentials in successful merchandising.

The white jars, also uniform as to design for the entire line, are capped with the popular black covers. Similarly the bottles developed in four different sizes have the contrasting black cap finished with an effective black ribbon.

The Angela Varona salon is located on the tenth floor at 660 Madison avenue in New York City, and here in an atmosphere of beauty and restful quiet Miss Varona advises her clients which of her preparations are needed for each individual and their method of application.

Unlike the usual method of treatment, Miss Varona claims that "the elimination of all make-up before retiring is essential; the skin must breathe." This theory she developed from her work with scientists from various parts of Europe. To bear out her point she further states that "Fatigue is beauty's most ruthless enemy, and modern living conditions impose a tremendous strain on a woman's health and energy." After a day of shopping or a round of social duties a glance in the mirror reveals the drooping, weary lines, the drawn look of strain and fatigue so typical of the tired faces of modern women. "Beauty can never look tired; beauty is young, fresh, vital, alive, and consequently tired faces must be refreshed if they are to meet the demands of each new day with gallant conquering loveliness." And so according to her theory, faces that are tired, just like the mind and the rest of the body, need relaxation and refreshment, and should not be overworked by stimulating preparations at night. Give the face a chance to relax and breathe, and in the morning apply the necessary creams, "a brief treatment in the morning effects the desired results much better than the 'all-night smear'."

The Angela Varona products consist of a complete treatment line, including besides those shown below, a cream rouge, dusting powder, dentifrice, compacts, eye cream and lotion, face powder, hair pomade, glycerine shampoo, lip rouge, muscle oil, etc. A beautiful and elaborate enameled beauty case contains the Varona preparations.



What Price Beauty?

*Are the Prices of Toilet Preparations
"Unreasonably High"*

by Leroy Fairman

FOLLOWING is an editorial article from a recent issue of *Advertising and Selling*:

"In 'King Mob' (Harcourt, Brace) is told the story of two successful attempts to stampede the residents of Plainfield, N. J., into purchasing certain *poudres* and *parfums* at prices far in excess of their worth.

"These preparations, which were made in Chicago and not in Paris, as buyers were led to believe, were given most alluring names and advertised in a way that swept the good people of Plainfield off their feet. They were offered at a combination price of \$1.75, although, according to the makers, the 'regular' price was four and five dollars respectively. The reason given for this unheard-of reduction was that the makers were anxious to break into the American market; the offer was 'for introductory purposes only'. The production cost of the *poudre*, the author assures us, was 7½ cents a box, that of the *parfum*, 9½ cents a 'flacon'.

"The majority of toilet preparations carry a margin of profit which seems unreasonably high. However, when we know the facts, there is considerable justification for the price asked. Attractive packing is a prime requisite of such products. Selling cost is high. The trade insists that it be liberally compensated. But—to charge *ten times* the production cost! That is not merchandising; it is highway robbery. And to intimate, as was done in this case, that the utterly commonplace products of an obscure factory are 'achievements' of the perfumer's art makes the offense just that much worse."

How the author of "King Mob" secured his information as to the cost of the goods in question is not stated; but whatever the cost may have been, the offense of the gang of robbers whose activities are described lies in the fraud and misrepresentation employed in advertising the goods—not in the price charged. Nobody has a right to make false statements as to the origin, ingredients, manufacturing processes, or intrinsic worth of a product; but everybody has a right to charge any price he chooses. There is no offense, legal or ethical, in that.

It may be true, as stated in the article quoted, that the majority of toilet preparations carry a margin of profit which seems unreasonably high; but whether the margin is unreasonably high is quite another matter. It would be hard to find a manufacturer who would admit it.

It may be true that the prices charged for the majority of toiletries *seem* unreasonably high; but no more true than in the case of the majority of grocery

products, or hardware, or clothing. We all think we pay too much for nearly everything we buy.

The price question, as a whole, is one that is entirely beyond solution. In New York City you will pay from 10 to 20 cents for an apple; five hours away from the city you will see the same apples rotting on the ground because it doesn't pay to send them to market. The most extraordinary price differences are found in goods or services of practically the same type, sold in almost the same neighborhood. For example, if you are ill, you can get a private room in a hospital for \$35 a week which, you would probably say, was plenty good enough for anybody.

But only a few blocks away, in a swanky new hospital, you can pay as high as \$35 a day—for your room alone! What justifies that price? I'm sure I don't know; but there are people who pay it, and make no protest. Presumably they believe they get their money's worth, and if they are satisfied, who shall say that the price is excessive?

Here is another angle on this question of price. The same publishers issue two magazines; one is called *Time* and the other *Fortune*. The price of *Time* is 15 cents; that of *Fortune* is one dollar. If you were to lay them both before me, and tell me I could have either one, I would choose *Time* for my own personal reading. *Time* interests me, while *Fortune* doesn't. But, merely because that is my personal opinion, I have no right to say that the publishers are a gang of robbers for charging a dollar for a magazine that (to me) isn't as interesting as their 15 cent magazine. They put a lot of money into the makeup—the "packaging"—of *Fortune*, and they have to get that money back; and the fact that there are 40,000 men and women to whom the magazine is worth a dollar, is sufficient justification for making that kind of a publication and charging a dollar for it. And the same is true of a hair tonic or a face powder.

Two things as a rule, regulate prices, keep them within reasonable bounds. One is competition, and the other is consumer judgment. If A puts a product on the market, and "gets away" with an excessive profit, it won't be long before B, C, and D come barging into the field with an identical product at a lower price. Competition among them will soon bring the prices off all to a reasonable figure. Or, if A controls a process which makes his goods slightly different and slightly preferable, not enough people will pay an excessive price to make his operations, as a whole, especially profitable. The consumer weighs carefully the quality differences and the individual characteristics of the various products offered, and refuses to





A GROUP OF PRODUCTS SOLD WITHOUT A "PRICE APPEAL."

pay large differentials for very small advantages.

There always arises, of course, the question of what constitutes an advantage in quality or characteristics, and the money value of that advantage. It is possible to put a commonplace product into a container so quaint, so artistic, or so beautiful that women will yearn for it as a dressing table ornament. That is perfectly legitimate merchandising. It offers what, in the estimation of a large number of consumers, is a satisfactory value for the price.

Thus packaging becomes not only a justification for a profitable price figure, but a better form of business insurance than does a slight difference in odor or texture or color. For while your competitor may offer a product so nearly like yours as to deceive anybody but an expert, he cannot copy your package. On product alone he might undersell you and make trouble, but your distinctive package decides the purchase.

Many a manufacturer who has evolved and marketed a new, or materially different, type of product, has made the fatal blunder of putting it up in a mediocre package. This left the door wide open for imitators, who invariably bob up as soon as the originator begins to make money. A distinctively beautiful package popularizes both itself and its contents, and the popularity of the package is an asset which no imitator or other competitor can take away from you.

Those who criticize the prices charged for the finer perfumes and cosmetics should remember that such products are sold on the basis of service rendered as well as cost of production, distribution and selling. When we protest mildly against the druggist's charge of \$1.50 for compounding a prescription whose ingredients, we know, are worth intrinsically about nine cents, we are reminded that the druggist is a professional man, and renders a professional service.

We are told of the years of study and apprenticeship, and the money outlay, required to fit the druggist for his work, and of the service which he renders to the community he serves. Very well; but if a druggist may properly charge ten times actual cost for putting up a prescription, why may not a manufacturer of cosmetics charge for his product a somewhat higher price than one which merely covers the cost of ingredients, manufacturing and marketing?

The parallel is not quite exact, of course; the druggist's prescriptions may save life, and at least aid in the physician's attempts to restore health to those who have lost it. This is not true of toilet products; but the latter do minister to the comfort and physical appearance of those who use them—a service closely akin

to that which preserves or restores health.

At any rate, what the cosmetician sells is not the contents of his boxes, jars and bottles, but the service which he renders to the user. It is an old and highly respectable principle of commerce that we pay for service in proportion to its value to us. An otherwise lovely lady who suffered from a bad case of strabismus would cheerfully pay a specialist a big sum for taking the squint out of her eyes. She would not expect to pay him by the hour—the quicker he did the job the more delighted she would be, and the more she would willingly pay for his services.

It logically follows, then, that in order to justify a price for our goods which will yield a profit which the unthinking would call unreasonable, we must render the consumer a superior or unusual kind of service. If we do not do this—if we offer a product which differs from others in no vital respect—we are mere packers and distributors, and have no right to a manufacturer's profit; no right, as a matter of cold fact, to be in the business at all.

Fortunately, though, this extra service for which we are entitled to charge an extra price may take the form of individuality, as a thing apart from what is generally termed quality. A product which offers a distinctiveness which appeals to a certain type or class of consumer with peculiar force, should and does command a price higher than that of other goods. And, as pointed out above, special care, thought and expense in packaging likewise establishes a value which consumers are willing to pay for.

There is no use in pussyfooting on this matter of price. In every line of business, there are many manufacturers who are afraid to speak right out in print with the apparently high prices they ask for their

(Continued on Page 374)

Studying Reactions to Perfumes

Interesting Tests at Hollywood Demonstrate That Individual Preferences Can Be Measured—

by Colleen Smith

DURING the existence of the Roman Empire men and women at the floral and wine festive gatherings publicly showed their emotions and secret joys. These colorful assemblages were weekly repasts indulged in either at the Emperor's palace or at some rich noble's mansion, where the setting was arranged to fit the occasion. At these banquets gayety reigned supreme and the sway of natural emotions was unbridled, running rampant as the mood suggested. Their history, as painted in word and on canvas, is an inspiring picture to behold, especially in the eyes of the exotic and aesthetic temperaments who dote on thrills and the raptures of flamboyant life.

Modern inventions for determining these responses, such as the psychogalvanoscope and the olfactometer, were not known then; in fact, these delicate electrical machines have but recently been perfected and more recently operated. The effect of odors upon the olfactory nerve and the brain cells, as studied by our present psychologists and perfume chemists, especially Dr. Karl T. Waugh and Captain Humphrey Read, reveals astounding results.

In this respect we may say we have entered the dawn of a new era in our cultural tastes, and are emulating those past masters of bygone days; at any rate, if some old sayings are true we may truthfully state that history repeats itself,—for we are surely advancing most rapidly in the footsteps of those luxurious Epicures who adorned themselves in gold and silver tunics, bathed in the most costly rose waters, and slept and walked on the petals of highly perfumed flowers, while anointing themselves with the essential oils of hyacinth, narcissus and myrrh.

Today, here in southern California many society women are now clamoring for tests of the psychogalvanoscope in order to determine their "Affinity Perfumed Flower and Floral Odor" and to recall scents, incidents and memories of the past. There is a cherished aspiration among Southern Californians that the area from Santa Barbara to the Mexican border and from the Pacific Ocean to San Bernardino and the Imperial Valley be held as the "Riviera of America," and that the floral life, such as exists in the Riviera of France, be developed in a somewhat similar fashion. Flowers of many kinds and hues bloom here in great profusion, as evinced to the casual observer who traverses this area. Pasadena has for forty years held an annual Flower Festival. This annual event for Southern California has now attained a prominence sufficient to attract to Pasadena a million people for the day of beautiful pageantry. However, there is a question—even with the wonderful floral bloom here—if the soils of Southern California under high fertilization will ever be able to produce fragrance in the

flowers to the same extent as prevails in the South of France.

The society demand for psychogalvanoscope tests in this district is, however, that the tests be held privately and that their questionnaires and the reports of their tests be held a secret. They seem more interested in the determining of their "Affinity Flower," which the apparatus reveals from the olfactometer containing the floral absolutes, than in anything else; therefore, their interest in the results of this invention for science is wholly individualistic.

The theatrical profession, on the other hand, take a different viewpoint and, while displaying the same fearlessness and possessing in a marked degree the same emotions as the old Romans, they give to the world their responses for the good of science and for future generations to ponder over.

Tests upon "Co-eds" of the University of Southern California with Hathaway's psychogalvanoscope and Read's olfactometer have been carried on during the past six months by Dr. Karl T. Waugh, psychologist and dean of liberal arts of that university, and Capt. Humphrey Read. These tests under the directorship of these two men have proved more successful than the tests held during the latter part of 1929 among the "Co-eds" in the Eastern universities by other scientists, but the completeness of the tests was not fully demonstrated until the Metro-Goldwyn-Mayer Studios of Culver City came forward and, at a great sacrifice of space, lighting, camera men, photographers and moving picture stars (a cost of several thousand dollars), offered their services to the University of Southern California and others interested.

In a public lecture in Los Angeles County, recently, Dr. Waugh made the following statements: "The sense of smell is the greatest of all the senses for recalling memories. This may be because the olfactory nerve is closest to the brain; thus odors have more effect upon the brain cells than any other medium can produce. Therefore, that is why odors are used by psychologists in connection with the psychogalvanoscope. The brain conveys through the nervous system the flow of blood caused from the emotions and the electrodes applied to the palm of the hand convey the sensations of the flesh as those sensations emit through the blood and the pores through the electrodes to the needle in the dial of the apparatus. Likes and dislikes produce currents in the blood flow in such a manner as to open and close the pores of the flesh in accordance with that like or dislike. These convulsions of the pores through the electrodes and the current of electricity affect the needle of the milliammeter and register in the degrees or points on the dial for record."

He cited that emotions cause change in the density of



the deposits in the blood, being recorded in the pores which are more sensitive in the palm of the hand. The time limit for olfactory fatigue in connection with asafetida, stale cheese and various floral absolutes, as mentioned by Dr. Waugh, varied from ninety seconds to eight or nine minutes—that is, after that period of time the person was not conscious of that odor, even though present in full strength. Illustrating this principle, he mentioned workers in gas, sewerage and chemical plants as becoming unaware of those odors.

Dr. Waugh also pointed out the effect of anaesthetics, and why ether and chloroform were administered through the nostrils to produce immediate effect upon the olfactory nerve, the brain and the nerves of the circulatory system—while, if ether and chloroform were swallowed or given by hypodermic injections, temporary loss of memory and feeling would not be effected under one-half hour.

He said that scents are surer than sounds or sights to make the heart-strings crack and recall memories of the past or associate odors with persons, towns visited, incidents, poems and scenery. Emotions caused from tragedies, frights, hatred and fear form certain toxins in the blood. Intensity of brain-workers and even from memories could be recorded in their degrees of intensity upon the dial of the psychogalvanoscope without the application of odors, hence the practicability of the apparatus for theatres and hospitals.

At this meeting Captain Read, in speaking of the three factors which govern the odor of a substance, stated that the chemical theory known as the residual affinity theory of odor is the more rational one—that every odoriferous body possesses in its molecule some atom whose valencies are not fully satisfied. This chemical theory visualizes actual chemical reaction between the odoriferous substance and the osmoceptors in the nose.

This certain phenomenon of action taking place between the odoriferous body and the nerves of the nose is ascribed by the electronic theory to valency electronic vibrations of the molecule causing resonant vibrations of the nerves. Captain Read believes that nervous impulse is a chemical reaction, and not primarily a physical one, and that only those substances which possess elements having variable valencies can evince odors—such elements being sulphur, phosphorus, selenium, antimony, arsenic, halogen, carbon, nitrogen

and oxygen; the greater this variability, the greater the osmophoric power.

The Metro-Goldwyn-Mayer Studios set aside a day for this test, the results of which the writer, who was present and took part in the tests, records as follows:

At noon we all congregated in the main dining hall overlooking this vast studio in its marvelous setting among the foothills of Beverly, one of the most picturesque spots in Southern California; here we rubbed elbows with the stars and the camera men who had been taken off their sets for this demonstration. Everybody was happy, and at lunch reminiscences and good stories were exchanged. After the lunch was concluded, under the guidance of Peter Smith, depiction studio director, we were ushered to a separate studio where a set had been arranged for our convenience. Here the apparatus was installed, and the rays of the Kleig lights were turned upon us. There were six camera men and a group of some twelve or fourteen newspaper men, a few invited guests and the following stars who had volunteered to take the test: Dorothy Sebastian, Hedda Hopper, The Duncan Sisters, Pauline Garon, Gwen Lee, Buster Keaton, Lon Chaney and the African savage—Riario; nine, all told, representing brunettes and blondes of the United States, Canada, England and Africa. Lon Chaney was unfortunately called away.

Dorothy Sebastian was first to be psychoanalyzed. This semi-brunette star (a Southern girl, graduate of the University of Alabama, formerly prominent in "Unholy Night" and other emotional characters) registered as follows: First test—The odor of honeysuckle as applied with the olfactometer recalled in Miss Sebastian unpleasant memories producing an emotion that sent the needle fluctuating between four points and zero. Test No. 2 with mimosa was unsatisfactory. Test No. 3, using "New-Mown Hay," was decidedly pronounced and brought back (so Miss Sebastian stated) memories of happiness in childhood. In this test the needle registered ten points. Test No. 4, patchouli registered three point five. Test No. 5, using damask rose absolute, registered ten points plus, producing the greatest emotions; as Miss Sebastian said, it recalled the secret joys of her life. Test No. 5 accordingly was recorded as determining Miss Sebastian's "Affinity Flower," being *rosa damascena*.

The second star to take the test was the famous Hedda Hopper (semi-brunette), the society actress of New York fame. The tuberose absolute after the fourth test, registered on the dial nine points plus and determined Miss Hopper's "Affinity Flower."

The third star, Pauline Garon (the young blonde Wampas Star of 1928), responded after three tests to jasmine on a six point registration. To orange blossom she moved the needle to the limit, ten points, and thus discovered her "Affinity" in floral life.

The fourth star, the blonde Vivian Duncan—the famous comedienne of vaudeville—after four tests including absolute narcissus, jasmin, lotus, tuberose, registered eight points plus from the absolute orange blossom, fixing this perfumed flower as her "Affinity." The semi-blond star, Rosetta Duncan, sister of Vivian, failed to register materially on account of a head cold.

Nebraska's fair daughter, Gwen Lee (blonde), registered six points plus on hyacinth absolute, thus establishing her fragrant "Affinity."

Buster Keaton, the funny comedian who never laughs but makes everybody else laugh, proved himself in the tests a great lover of floral fragrance, registering many pleasant memories. Jasmin absolute gave him the highest registration (eight points plus) and he said it brought to mind the quatrains of Omar Khayyam which he had read several years ago.

The African savage, Riario, registered eight points plus from the champac essence of India. He responded six points to musk, and negative to civet. "New-Mown Hay," his interpreter stated, reminded him of a favorite fruit in his native land and produced an ecstatic emotion recorded on the dial as ten points. The test of this savage was one of the most interesting tests, so stated Dr. Waugh and Capt. Read, they had made during their work with the psychogalvanoscope and the olfactometer. In this savage recently brought from Nairobi, Africa, they found a subject entirely unfamiliar with the floral life of other countries and possessing a keen sense of smell almost comparable to that of a hound or some wild animal accustomed to roaming the jungles of the wilderness; simple in his thoughts like a child of nature, his responses to the test were wholly natural and he showed his likes and dislikes of the various odors in a decided fashion, expressing himself through the sensitive expressions of his nose, lips, eyes and body. For instance, the odor of civet, when applied in the olfactometer, disgusted him to such an extent as to cause him to close his nostrils with his forefinger and thumb. On the other hand, cistus, champac, musk, and "New-Mown Hay" reminded him of odors he had inhaled in Africa, over which he was pleased to linger.

This savage, a sergeant in the British East African troops, was gun-bearer for the Prince of Wales during his African hunt, and was also personal gun-bearer for W. S. Van Dyke, director of Trader Horn.

The development of this modern science, now in its infancy, gives the psychologist and the psychogalvanoscope a prominent part to play. It may be useful in the theatre, for more suitably casting players to their roles and for testing audience reactions, to pictures and plays, etc.; in professional and business life, for adaptable selection of persons for executive positions; in education, for wisely advising the young student in the field of vocational guidance; in the field of health

the psychologist and psychogalvanoscope may also prove of service, especially in the psychopathic wards of hospitals, as a contribution to medical science—thus creating, it is hoped, a lasting benefit to humanity in general.

As an educator Dr. Karl T. Waugh has lectured and written on psychology for many years. He was born at Cawnpore, India, the son of a missionary who later became American Consul there. His education was started in India (where he imbibed the best thoughts of the Hindu and Mohammedan philosophers and their psychic art), his college degrees being attained in America. As Professor of psychology he has served in several Universities with great distinction. During the World War his talents were much appreciated by the Surgeon-General, Washington, D. C., to whom he gave his services with much credit to himself and the boards to which he as a Major was assigned. He was Chief Psychological Examiner in the central U. S. A. camps and Supervisor of the Fifth District Federal Board for Vocational Education, treating by suggestion cases of nervous disorders, hysteria and shell-shock. Dr. Waugh is now serving his seventh year as Dean of Arts, Letters and Sciences at the University of Southern California, and intends soon to make an extensive lecturing tour with Capt. Read in the United States and Europe, demonstrating the great benefits to be derived from the psychogalvanoscope for the use of scientific men.

Captain Humphrey Read, scientist, a native of New England, the son of a zoologist-botanist and perfume chemist, was born in Massachusetts and educated there and in New York, later being a seafarer in the merchant marine. For twenty years he has been a writer and lecturer. During the past fifteen years up to 1927 he has been experimenting with mammals and floral life in search of mammal-floral affinities. Since 1927 he has applied his knowledge gained through his studies and experiments with mammals and plants to the human-plant affinities, in which work he is now engaged. His first work in this field twenty years ago was with the cat and catnip, upon which he based his theory that every mammal had his affinity plant and floral odor. The evolution of this study and research is the human family in connection with perfumed plants and flowers.



A Survey of Technical Literature

by Col. M. T. Bogert, Consulting Editor on Synthetics

THE following abstracts are made up from the technical literature of the perfume, toilet preparations, essential oil, synthetic and allied trades. They are intended to present a review of the industry's literature.

134. *Some new camphor bases.* Hans W. Egli. *Helv. Chim. Acta* 12, 270-7 (1929). A by-product in the preparation of isonitroso camphor, formerly reported by Bredt, is identical with the compound obtained by Tiemann from camphoric alpha-nitrole beta-amide with alkali, and a graphic formula is proposed for the same.
135. *New compounds of camphor with amines.* E. Romagnoli. *Ann. chim. applicata* 18, 465-8 (1928). Camphor-2-aminodimethylphenyl-isopyrazolone from pernitroso camphor and amino antipyrine.
136. *Jasmin, jasmone and jasminaldehyde.* A. Rosenthal. *Riechstoffindustrie* 3, 228-30 (1929). The enfleurage and extraction processes for recovering the odorous principles from the flowers and attempts to produce these products in the laboratory.
137. *The higher carbon ring compounds.* L. Ruzicka. *Chem. Weekblad* 25, 614-7 (1928). A review of recent work on civetone, muskone and related compounds.
138. *Monocyclic ketones.* Leopold Ruzicka (to M. Naef & Co.) *U. S. Pats.* 1,702,842-1,702,852 inclusive. Feb., 1929. These patents cover the preparation of monocyclic ketones from various salts of the bibasic acids and are of importance in connection with the preparation of dihydro-civetone, muskone and similar products.
139. *New esters.* Willibald Renden. *Riechstoffindustrie* 3, 231 (1929). Formates, butyrates and phthalates are considered, as for example benzyl butyrate for jasmin and rose, citronellyl butyrate for lavender and rose, cinnamyl butyrate for eau de cologne, etc.
140. *Ethyl cinnamate.* C. S. Marvel and W. B. King. *Org. Syntheses* 9, 38-40 (1929). Its preparation by the condensation of benzaldehyde and ethyl acetate in the presence of sodium.
141. *Lactone of tetradecane-14-hydroxy-1-carboxylic acid.* Soc. Anon. M. Naef et Cie. *Brit. Pat.* 294,602. July 27, 1927. The production of this lactone by heating cyclopentadecanone with persulfuric acid.
142. *Lactones.* M. Naef & Co. *Swiss Pat.* 128,466. July 27, 1927. See previous abstract.
143. *New synthesis of coumarin derivatives.* Richard Weiss and Emerich Merksammer. *Monatsh.* 50, 115-22 (1928). From resacetophenone and $\text{AcC}(\text{CHO})\text{Et}$ (CO)Et a compound was obtained by Weiss and Woidich believed to be a gamma pyrone derivative, but which is now shown to be 3,6-diacetyl-7-hydroxy coumarin. Derived and related compounds are also described.
144. *New syntheses of coumarin derivatives. II.* Richard Weiss and Adalbert Kratz. *Monatsh.* 51, 386-96 (1929). A number of new coumarin derivatives and their transformation products are described.
145. *Coumarin condensations. I. Condensation of Allylacetoacetic ester with phenols.* Kuverji Gosai Naik, Ranchhodji Dajibhai Desai and Haribhai Ranchhodji Desai. *J. Indian Chem. Soc.* 6, 83-7 (1929). Condensations of phenols with allylacetoacetic ester gives benzo-pyrones which are described together with their properties.
146. *Odor and constitution among the mustard oils. V. Blending of mustard oils.* G. Malcolm Dyson. *Perf. Ess. Oil Rec.* 20, 3-5 (1929). A study of the connection between odor and constitution in this group and the description of p-thiocarbimide benzaldehyde, termed "thiotrope base," which possesses a strong heliotropine odor.
147. *Odor and constitution among the mustard oils. VI. Natural mustard oils.* G. Malcolm Dyson. *Perf. Ess. Oil Rec.* 20, 42-4 (1929). Historical and descriptive of methods of preparation and purification including specifications for pharmaceutical mustard oil as adopted by various countries.
148. *Essential oils.* Schimmel & Co. *Ber. Schimmel* 1927, 4-5, 25-6, 53, 60-1, 66-7, 78, 85-6, 86, (1927). A review of recent work on various essential oils.
149. *Essential oils.* Aktien-Gesellschaft für Kohlen-säure-Industrie and E. B. Auerbach (to Vianova Ges. für chemische Industrie). *Brit. Pat.* 292,982. May 3, 1927. Extraction of essential oils and other odorous substances from plant material by the use of liquid CO_2 , which latter is then evaporated and reliquified for subsequent use.
150. *Russian essential oils.* B. N. Rutovskii, et al. *Perfumery Ess. Oil Rec.* 19, 391-3 (1928). A report on new essential oils of possible value in perfumery and on the resources of various geographical districts.
151. *Bromometric and rhodanometric estimation of essential oils.* I. H. P. Kaufmann and H. Barich. *Arch. Pharm.* 267, 1-27 (1929). Bromine dissolved in NaBr-NaOH gives very definite end-points when added to various essential oil constituents, from which true I values can be deduced. Similar conditions apply to rhodanometric estimations of these constituents.
152. *Synthetic camphor.* Gabriel Rozier. *Fr. Pat.* 640,846. Feb. 22, 1927. A variation in the preparation of synthetic camphor from pinene through pinene hydrochloride.
153. *Camphor from borneols.* Hermann Gammay. *U. S. Pat.* 1,710,573. April 23, 1929. The borneol or isoborneol is heated with an alkaline substance such as $\text{Ca}(\text{OH})_2$, and graphite, giving a camphor of 97-98% purity.

Odor of Aromatic Products

Substances Produced by Plants Possess a Complex Range of Perfume Possibilities
by Dr. Fred Winter, Vienna

ALTHOUGH this article takes up only certain considerations of a purely theoretical nature, we do not think that it is devoid of practical interest in that the enumeration of factors which contribute to the tonality of the odor of natural oils and their role in the whole scale of odors throws a light upon the important fact in practical perfumery that there is no factor or quantity that can be deemed negligible. In fact, nature shows us in its creations the importance of the contribution made by the smallest quantities of certain fantastic odors in order to reach the degree of complexity in which the originality is found and the captivating attraction of an odorous blending skillfully composed.

Therefore, it appeared to us that this exposé, which is intended to elucidate certain facts referring to the contribution of certain components or of primary scales of odor in the tonality of the complex odor of natural aromatic oils, must certainly contain some highly interesting facts and numerous suggestions of possibilities which might considerably enlarge the field of our studies in regular research on the subject of the imitation of nature.

The native aroma of odoriferous plants is a complex mixture of definite odorous chemico-organic compounds and of waxy resinous materials, more or less closely related to identified chemical elements, or rather, elements identifiable by analysis. In numerous cases terpenic and sesquiterpenic materials of a special character and closely akin to odorous substances proper accompany the latter in the aromatic principle of plants and constitute an important part of the complex aroma.

Then, certain products, such as indol, whether owing to the normal mechanism of the vital functions of the plants (disassimilation of the chlorophyll), or owing their presence to certain putrid or otherwise abnormal processes, may play an important role in the complex tonality of the aroma.

The complexity of the aroma of plants manifests itself in the simultaneous presence of a number of components; the role assigned to each of these components of the complex odorous scale is duly determined and always has in view the aim of a perfect harmony of the odor, without losing sight of the necessary contrasts to lend the aroma a certain strength and a certain sharpness. This is how certain components of the complex aroma exercise a decided influence on the tonality of the odor, in spite of the often extremely small quantities in which they are present in the complex mixture. They, therefore, occupy a very important place in the odorous mixture, in spite of their small amount quantitatively and in spite of their fantastic,

insignificant or rather disagreeable odor. The same thing is true of certain components which are almost odorless or which possess at least only an insignificant odor (for example benzyl alcohol), even for certain chemical substances with a purely disagreeable odor (indol, fatty aldehydes, fatty acids, etc.), and all these materials could be expected to reproduce certain characteristics of the complex aroma.



The terpenes and sesquiterpenes of a camphorated odor play the role of lending contrast and give a strong odor and a certain pungent note which produces the freshness of the aroma. Their role often appears to be restricted not only to this

useful function but extends also to that of acting as a material of delicate essential parts of the essence, adding to the stability and persistency of the odor. We shall come back to this subject later on. Regarding the chemical character of the natural odorous components of essences and of the different chemical substances and their varying functions, they have been determined by analysis.

Esters, oxides (phenolic and other), phenols, alcohols (especially terpene alcohols), aldehydes and ketones especially are diffused in the odorous essences. Aside from certain balsams and odorous resins, such as benzoin, etc., the presence of free acids is relatively rare and is due, in most cases, to the decomposition of corresponding esters in the course of steam distillation. The same thing is often true for certain free alcohols which are likewise the products of a separation of corresponding esters. Also camphors, which are represented by terpenes, are greatly diffused in the odorous oils in the same manner as certain waxy-resino combinations.

The component, the odor of which gives a predominating note in the tonality of the scale, is designated as the principal component and the characteristic one of an oil, without implying thereby that this characteristic component constitutes the larger part of the essence or is important in it by reason of a relatively high content. It is true that in numerous cases this characteristic principle is present in a large proportion in the odorous mixture, but in other cases the characteristic component is present, in point of effective contents, in only modest quantities, often very modest ones indeed.

A few examples will permit us to take account of the considerations which show up in this matter the different odorous essences. Thus French lavender oil and the oil of bergamot contain about 40 per cent of esters (linalyl acetate and of geranyl acetate, etc.). French lavender oil contains only a small amount of terpenes; on the other hand English lavender oil (Mitcham)

contains only from 5 to 10 per cent of esters and a large percentage of terpenes (cineol). Lemon oil contains from 5 to 7 per cent citral and about 90 per cent terpenes (limonene). The oil of orange flowers contains about 9 per cent methyl anthranilate, the oil of neroli only 1 per cent, etc.

The characteristic component is capable of affecting the complex characteristic aroma of the odorous essence only in a large way, but always exercises a considerable influence on the tonality of the odor, and this also in cases where its relative proportion in the mixture amounts to only a slight quantity. But, unquestionably, the principal characteristic component could not reproduce in all its characteristic details the complex scale of the oil without the presence of all the other components which are part of the oil, no matter in how small a proportion they are found in the complex mixture and no matter how little pronounced or how little agreeable their individual odor.

Among the components of slight proportion which exercise a great influence on the tonality of the odor, we mention, to start with, the fatty aldehydes and in certain cases also the corresponding fatty alcohols and their esters, apart from certain rarer cases where fatty alcohols or their esters are found in higher proportions (essence of Berce).

The great progress made in the study of fatty aldehydes is well known and the great value of aldehydes in accentuating or varying certain floral scales has been universally demonstrated. C8 is found in the oils of lemongrass and in oil of lemon; C9 is found in the oils of lemongrass, rose, Ceylon cinnamon, mandarin and lemon; C10 in the oils of lemongrass, orris, portugal, mandarin, neroli, cassie, coriander and lemon. The aldehydes C8 and C10 are presumed, moreover, to be present in otto of rose.

In any case, the fatty aldehydes are found in the oils only in the smallest quantities but they have a powerful effect when they are used in compositions of all kinds where the aldehydes do not occur actually, except in traces.

Small quantities of phenylacetic acid were found in the oils of orange flower and neroli, and they can probably be also found in otto of rose in a free state or in the form of esters (phenylethyl phenylacetate, methyl phenylacetate). It appears that the presence of phenylacetic acid, or its esters exerts a great influence on the tonality of odor of these oils, producing above all a certain sweet under-tone.

Let us mention also methyl amyl ketone, an important component of oil of clove and other oils although found in only slight quantities. The major part of this ketone is removed by steam distillation, so well that the essential oil of clove contains only a trace of it. In spite of its presence in traces, the methyl amyl ketone exerts a considerable influence on the aroma of oil of clove and gives it a characteristic finesse, which surpasses by far the effects of eugenol, which has been advanced by some as a perfect substitute to the oil of clove. The finesse of oil of lavender depends very much on the presence of small quantities of linalyl butyrate (and geranyl butyrate) which are found therein. The essential oil of distilled lavender is less rich in butyrate than the essence obtained from extraction of the plant

(lavender concrete) or of lavender flowers, and it is this difference which causes the great variance in the odor of these two kinds of oils of lavender.

Components Having a Disagreeable Odor

These auxiliary materials are already represented through the fatty aldehydes and through the phenylacetic acid which we are going to cite. The only thing left to mention is indol, with a thick odor, the presence of which has been proved in the oils of jasmin, jonquil, narcissus, neroli, orange flower, mandarin, portugal and *Robinia Pseudacacia*. In fact, indol plays a particularly important role in the reproduction of odor of jasmin flowers, of orange flowers and of narcissus.

Components Having a Slight Odor

Among these materials we will cite, by way of example, benzyl alcohol of a very weak flowery odor which is an important component of oils of jasmin, ylang-ylang, cassie and tuberose. In fact, this alcohol, in spite of its slight odor, is an extremely useful co-operator in a great number of compounds and above all in the production of the odor of jasmin and hyacinth where its use becomes indispensable.

Resino-Waxy Materials

These accompany for the most part the plants with odorous essences. It is to be presumed and taken for granted that these resino-waxy materials are, in a great many cases, closely related to certain well known components of a complex aroma and perhaps form complex combinations in the form of resinates, resinols (resinous esters), cerotates or waxy esters. What is quite certain is the great influence which above all the resinoid materials exercise on the persistency of the aroma; but it is no less certain that the formation of chemical compounds of resins and waxes with certain components of odorous origin exist in fact and were found in the balsams of Peru and of tolu, benzoin, etc.

This fact throws a ray of light on the close relations which often exist between certain components of an aroma and the resinoid material proper which accompanies it and the great importance which may perhaps be attributed to these resinous compounds as essential elements in the complex scale of the native aroma of the plant. The fact of the existence of resino-waxy compounds of this kind appears to us of the utmost importance as explaining things, if we come to examine thoroughly our knowledge which is still very incomplete on this subject.

Among the compounds of this kind which are identified, we can cite the benzoate of benzoin-resinol and the siarresinol in the benzoin of Siam, the cinnamates of benzoin-resinol and the resinotannol in the benzoin of Sumatra, the benzoates and cinnamates of terru-resinotannol in the balsam of tolu, etc.

(To Be Continued)

A Pleasant Habit

Edward A. Sport, Sport & Sport, Perfumers and Manufacturing Chemists

I wish to state that the habit of entering my subscription each year for this wonderful journal is one of the most pleasant habits that I have acquired in recent years.

The Management of the Factory

Budget Control an Important Factor in Economical Management of the Plant by C. F. Peehl

WE often think of budget control or plan as something that pertains only to the government.

This might be due to the fact that the newspapers are constantly featuring "budget" to us in regard to the Federal and State governments. It is now a permanent plan in the running of the local and national affairs. The word itself has its derivation from an old French word, *bougette*, meaning wallet or sack and was first used in connection with government in the 18th century in England by the Chancellor of Exchequer.

A budget has been used by manufacturers for many years but has always been termed under another name as quota and has only been partly used as for sales or cash. A complete budget controlling sales, production, finances and expenses has been considered as a very important part in the success of many of the large businesses. The small manufacturer feels that a budget is only something that pertains either to a government or to a large manufacturer. His method of reasoning is that it requires a multiplicity of forms, records and clerical help for successful operation. This is not so, for a budget need not be complicated for successful operation. In fact, for a small manufacturer there are fewer items to handle and fewer executives to hold responsible for the successful carrying out of the plan.

The preliminary steps to be taken in a budget plan is to appoint someone in charge of the budget as the comptroller, or general manager. He must be someone who can thoroughly sell the idea to the organization (sales manager, supervisors and foremen). He must show them the benefits that will be derived to all from a well regulated plan. It is only through the co-ordination of all responsible executives in the organization who are working with one plan in mind that you can expect results. A budget will forecast the expected sales, the necessary production to meet the sales, the amount of money for financing and profits you can expect after a period. It also tells you where the leaks are.

There are certain definite rules that must be set up at the start. A budget period should be determined. This may be one month, three months or a year depending upon how accurately you can forecast conditions. In a cosmetic business it should be easily possible to estimate a budget period for one year with a revision period of every three months. There should not be any deviation from the set figures unless there are urgent reasons.

These changes can be made periodically during the meeting of those who originally drew up the budget. Any changes made in the budget during these meetings

can be properly discussed and changes made at once. It will necessarily cause changes in the entire budget.

Another important rule to follow would be to place responsibility. Every major form of the budget, sales, production, etc., must have some executive who feels personally responsible for securing results. He must carefully watch his estimated figures with the actual figures and be prepared to answer for all deviations. Of course, in order to have him answer for these figures, he must be supplied with them every month.

The last rule to follow would be to keep the budget as simple as possible. There is nothing that discourages a foreman more than to receive voluminous records and forms. It is far better to enlarge the budget gradually as business warrants it.

One of the quickest ways of watching results is from a profit and loss statement or as it is also called an operating statement, giving estimates for all sales.

This statement can easily be made and you will find there are a number of items that will bear a direct relation to the net sales. There are also items like factory overhead, office and administration expense and advertising that can be determined with a degree of accuracy. This profit and loss budget will then be used for comparison with the actual monthly statement and give the management a clear view on the progress of the business.

There are five key budgets to watch: 1. Sales budget. 2. Production and purchase budget. 3. Expense budget (Selling and manufacturing). 4. Plant addition budget. 5. Cash budget.

The sales budget would necessarily be handled by the sales manager. He in turn will consult his various district managers or the various salesmen dependent upon the organization. In arriving at a budget figure there are many things to take into consideration, such as enlargement of the sales territory, changes in prices, special sales deals and new items. These things must be considered in making up the estimate. The next step is the analysis of sales according to a definite classification. It is not necessary to use all of the various classifications stated below for each business will have its own classification that it considers important.

1. By individual items (small size dental cream, medium size dental cream, large size dental cream, etc.) or by group (Dental cream, face cream, face powder, toilet soap, etc.).
2. By territories (Eastern, southern, western, central).
3. By salesmen.



4. By drug stores and department stores, and other outlets.

In one organization (as a hypothetical case) there might be one item, such as dental cream, which is the big seller and on which it would be advantageous to keep records of sales according to territories, type of stores and sales during an advertising campaign. All the other items sold by this hypothetical business are unimportant and can be carried under the heading of miscellaneous. The other extreme case can exist where all the articles sold are of equal importance and it is found advantageous to keep records on each article separately.

These figures can be expressed either in money or quantities and past experience can be used as an index. The more complete records kept the more accurate will be the estimate of sales as the budget plan is followed.

The sales budget is then handed to the production manager who must make up the production budget. The sales department has prepared a list of the goods that will be sold giving the quantities and time these goods should be ready for deliveries. It is then up to the factory to see that these quantities are ready according to the sales figures. In order to do this a production budget, known in the factory as a production schedule, will be needed.

There are two classes of goods that the sales budget might list. The one class will be stock orders and the other class will be special orders.

The production budget cannot be the same as the sales budget. You must first consider the present inventory of finished goods. You might have an overproduction of an item which would be sufficient for your budget period. You also must consider the time that the sales department requires the goods to be ready. If 1,000 units are required during 3 months, it is certainly uneconomical to have 1,000 units ready the first of the budget period. There are other considerations, such as labor, quantity required to run economically, and equipment.

A method of control of the production budget, is to have permanent inventory records of finished goods. On this record should be kept maximum and minimum figures. The maximum figure would be the amount above which the inventory should not go and the minimum is the amount below which it should not.

It is very easy to work out the purchase requirements from the production budget. You break down the various items in the production budget into caps, bottles, labels, etc. With this requirement and knowing the inventory of caps, bottles, etc., on hand, you will then know the exact quantities needed to meet the production budget. Orders will then be placed in sufficiently large quantities to obtain the best price and also to meet the budget. Delivery date can be placed on the purchase orders to give the production department ample time to meet the requirements.

In cases of special orders you must have sufficient raw material on hand to meet the anticipated demand.

The expense budget will be divided into two classes. One class will deal with the expenses incurred in selling the article and should be under control of the sales manager and the other class with expenses incurred in manufacturing and come under the factory manager.

The selling expense will consist of the salesmen's salaries, office and administration, outside selling girls, demonstrations, advertising and shipping and delivery. In other words all items of expense that pertain to selling. Some of these items will be in direct proportion (approximately) to the sales and can easily be estimated.

The manufacturing expense is divided into direct and indirect expense. The direct expense will be the labor and material cost. The indirect expense will be light, heat, supervision, inspection, taxes, insurance, etc.

The plant and equipment budget does not play a very important part in a small plant but it is important to watch. In laying out the production budget, it is possible that there is not sufficient equipment to handle the production. It may be necessary to purchase additional machines. Other expenditures coming under plant and equipment are repairs to equipment, renewal of present obsolete equipment and repairs to plant (painting, break downs, etc.) This budget can readily be made from past experience and the production requirements allowing a reserve for extraordinary expenditures.

The cash budget becomes one of the most important part of the entire budget plan and comes under control of the treasurer. Unless there is sufficient cash on hand to meet the sales budget, the firm might be financially embarrassed and possibly bankrupt. Many businesses have been ruined by selling more than the pocket book allowed.

From past experience, the treasurer will know just how much money he can expect from sales. That is he will know he can expect the first month 10 per cent of the sales, the second month 20 per cent more, the third month 50 per cent, and balance in 6 months. These figures are theoretical. Knowing the money he can expect from sales and knowing the money needed he will be in the position to tell whether extra financing is necessary to meet the sales budget. It is always better to prepare in advance. If it is impossible to have sufficient money for financing, the next step would be to cut the sales budget until you can meet your coming obligations.

Briefly the limits to a budget plan are:

1. Budget cannot be effected immediately.
2. Budget cannot take place of efficient management.
3. Budget is based on an estimate.
4. Budget must have the thorough cooperation of all the executives.

The advantages that you can look forward to are:

1. It will keep uneven sales out of production.
2. It will provide cash to take care of all expenditures.
3. By proper planning you will be able to judge what profit you can expect at the end of a period.
4. All department heads will be working with one idea in mind and this will necessarily reduce expenses.
5. Inventory of material will be at the minimum.
6. Sales and production plans are coordinated with the financial resources.
7. All branches of the organization will come under central control.
8. It insures the use of all the plant equipment.



Official Report of Soda Water Flavors Manufacturers' Association

SINCE our last review of the activities of the National Manufacturers of Soda Water Flavors the subject of the adoption of certain regulations and forms pertaining to alcohol permits has been brought to the attention of the members by the president, Dr. B. H. Smith and the secretary, Thomas J. Hickey, in a circular letter under date of July 16th. The letter in full follows:

"By Joint Resolution No. 1, released July 9th, the Treasury Department and Department of Justice announce that all regulations relating to permits, and all forms for applications, bonds, permits, records, and reports now in force, shall continue in force until September 1, 1930, after which date they shall be void and of no further effect.

"Joint Resolution No. 1 further provides that all applications for permits to be issued for more than 90 days (including renewals, amendments and supplements thereof to extend for more than 90 days) under the National Prohibition Act, shall be filed in quadruplicate, and that no application for a permit as above shall be granted until after the expiration of 10 days after the date of the mailing or delivery of the copy of the application to the Prohibition Administrator, nor without the approval and concurrence of the Prohibition Administrator in any case where he has indicated his intention to act jointly with the Supervisor of Permits.

"The reorganization in the Treasury Department and Department of Justice made necessary by the enactment of the Williamson Law, is progressing rapidly.

"Effective July 1st, the Bureau of Prohibition was transferred to the Department of Justice, where it is under the control of a Director of Prohibition appointed by the Attorney General.

"The Bureau of Prohibition heretofore existing in the Treasury Department is now known as the Bureau of Industrial Alcohol, presided over by a Commissioner of Industrial Alcohol, appointed by the Secretary of the Treasury.

"All Prohibition Administrators heretofore acting under the Treasury Department, are now known as Supervisors of Permits, and remain under the control of the Treasury Department.

"In the meantime, the Department of Justice has appointed a set of officials known as Prohibition Administrators, one of whom acts parallel with the Supervisor of Permits in each district.

"The number of districts has been reduced to twelve."

Official Report of Flavoring Extract Manufacturers' Association

SINCE our last report of the activities of the Flavoring Extract Manufacturers' Association of the United States, matters more or less of a routine nature have occupied the attention of the president, E. L. Brendlinger and the executive secretary and attorney, Thomas J. Hickey.

One matter of considerable importance brought to the attention of the members was the Wisconsin rules on beverages and syrups. This was the subject of a circular letter sent out by the association under date of July 22 and is as follows:

"At a conference on June 7th, called by officials of the Wisconsin Food Department and attended by representatives of the Beverage and Syrup Manufacturers, the following points were agreed upon.

'Syrups and Beverages must not be colored or flavored in imitation of the genuine color or flavor of another substance.

'Syrups and Beverages prepared from synthetic flavors cannot be sold under the name of a fruit unless made from fruit juice. Pure fruit products, as for example, syrups made from pure fruit juices and sugar, may be reinforced with artificial flavor, true fruit extracts or fruit acids, if the presence of these added substances be legibly declared upon the label.'

"These rulings do not prohibit the sale of synthetic preparations providing they are sold under coined names and no reference is made to the name of any fruit.

"The above rulings apply to bottled beverages, also to syrups and beverages dispensed at soda fountains and also to all syrups intended for use in making home beverages.

"It is reported that the above rules will become effective in a few weeks, and that in the meantime the manufacturers of beverages and syrups will be permitted to use up their surplus stock of products containing artificial flavors and colors.

Wisconsin Supreme Court Rules on License

"Our members will be interested to learn that the Wisconsin Supreme Court on June 11th handed down an opinion declaring that a State License is sufficient, and that no Municipal License is necessary for the selling of bottled beverages and other soft drinks at retail.

"The Wisconsin Statutes require all sellers of soft drinks at retail to take out a State License. Another statute provided that cities and municipalities might

impose a license fee upon local sellers of soft drinks. But the Supreme Court has now held that a State License is all that is required and that cities and municipalities cannot require that an additional license be taken out. This is a notable victory for the dispensers of Wisconsin."

Another subject also of considerable importance to all members is the matter of Adoption of Certain Regulations and forms pertaining to alcohol permits. This is discussed on the preceding page under the National Manufacturers of Soda Water Flavors report.

Olive Oil and Ultra-Violet Light

A. LeRoy Glantz in *Industrial and Engineering Chemistry* reports that a study has been made of the fluorescence of olive oils under ultra-violet light to see if it could be used as a positive test for determining admixtures of refined and virgin oils. All pure virgin oils were found to exhibit a yellow fluorescence under ultra-violet light, while all refined oils show a blue fluorescence. By this means adulterations of as little as 5 per cent refined oil in a virgin oil can be detected.

The spectrum analysis of virgin olive oils shows a characteristic red band which is lacking in refined oils, but may be approximated by the addition of chlorophyll. The fluorescence of an oil is independent of its chlorophyll content.

A study of the effect of added carotene and annatto showed that the yellow fluorescence of the virgin oil could be obtained with oils adulterated with refined oil. The addition of annatto could be readily detected chemically, but not the carotene. The carotene content is believed to be directly responsible for the yellow fluorescence of a virgin oil.

Soap Bark from Chile Chiefly Sold to Germany

Soap or quillay bark ranks as an important article in Chile's export trade; during 1927 and 1928, 1,968 and 3,211 tons of 1,000 kilos were exported, valued at 2,162,372 and 4,264,763 pesos, respectively. (The Chilean peso is worth approximately 12.17 cents United States currency).

Germany is Chile's best customer as it received during each of the two years mentioned above well over 50 per cent of the total exports of this bark. The quantities purified within the country are very small and these are entirely absorbed by the local industries producing soaps and shampoos, leaving no surplus for exportation.

As a general thing, farmers who raise quillay do not export it. They sell their product to the merchandising houses which take care of the exportation.—(*Commercial Attache Ralph H. Ackerman, Santiago*).

Getting Under the Fifth Rib

Customer—"To what do you owe your extraordinary success as a house salesman?"

Salesman—"To the first five words I utter when a woman opens the door—"Miss, is your mother in?"—*Tit-Bits*.

Exhibit Held in Connection with A. B. C. B. Convention

WASHINGTON, August 10.—Approximately 12,000 motor trucks were purchased during 1929 by manufacturers of "soft drinks," according to data compiled by Secretary Junior Owens of the American Bottlers of Carbonated Beverages, the national trade association of the industry. This is an average of more than one truck per plant, for there are about 8,500 bottling plants in the United States.

The bottled carbonated beverage industry now is using approximately 90,000 motor trucks, Mr. Owens reports, and is virtually 100 per cent motorized. Of the 12,000 trucks purchased last year, about 95 per cent were replacements, which shows an increase in the total number used by the industry of about 5 per cent over 1928.

Ranking next to agriculture in the use of motor equipment, the bottled carbonated beverage industry is being closely studied as to its special needs by manufacturers of motor vehicles, parts and accessories. This has resulted in a number of improvements and innovations which will be exhibited at the Annual Exposition to be held in Milwaukee, Wis., Nov. 10 to 14, by the American Bottlers of Carbonated Beverages in conjunction with its annual convention.

The makers of motor trucks, motor truck cabs, bodies, parts and accessories, who already have reserved exhibit space at the Milwaukee Exposition are: Anheuser-Busch, Inc., St. Louis; Chevrolet Motor Co., Detroit; Dodge Brothers Corp., Detroit; Federal Motor Truck Co., Detroit; General Motors Truck Corp., Pontiac; Graham-Paige Motors Corp., Detroit; Highland Body Manufacturing Co., Cincinnati; International Harvester Co. of America, Chicago; Mack-International Motor Truck Corp., Chicago; Weldmech Steel Products Co., Hattiesburg, Miss.; White Company, Cleveland.

All arrangements for the Exposition, which, together with the Annual National Convention of the industry, will be held in Milwaukee auditorium, are being made through the A. B. C. B. Secretary's office, 726-729 Bond Building, Washington, D. C. Copies of the floor plan for the Exposition, together with details concerning the price of space and other information, can be obtained from that office.

The Exposition halls have been laid out with 285 exhibit spaces, of which 219, aggregating 24,667 square feet, have already been reserved by 123 exhibitors. Negotiations are under way, also, for many of the remaining 66 spaces which have not yet been reserved.

The Milwaukee gathering will be attended by about 5,000 members of the industry and their families. All railroads have made special reduced round-trip rates for the Convention period from all points in the United States and Canada. Room reservations at Milwaukee hotels for members of the industry and their families and exhibitors also are being made through the A. B. C. B. Secretary's office.

Finds Market Reports Helpful

Standley Remedy Co., Flavoring Extracts and Toilet Preparations

"I depend upon your journal for new Alcohol rulings and your Market Reports are very helpful.



British Soap at Antwerp Exposition

(Special Correspondence)

THE British soap industry is represented on a magnificent scale at the Antwerp Centenary Exposition by the Sunlight Pavilion of S. A. Huileries du Congo and Lever Brothers, Ltd. From one end of this building rises a delicate tower surmounted by a minaret and from the other a large dome. In between runs the thatched roof of the main structure with wide overhanging eaves which are supported at intervals by bright red posts. In the main circular vestibule, illuminated in azure blue, is a series of luminous dioramic views of scenes in the Congo and a moving panorama of the river trip from Leopoldville to Stanleyville.

Information is also displayed relating to the palm oil industry and the activities of the Huileries du Congo, which since 1911 has spent 24,600,000 francs on the erection of dwellings for the natives, nearly 26,000,000 francs on medical services for them, and 4,700,000 francs on their education. In another part of the pavilion every operation in the packing of soap by machinery can be witnessed, from the printing of the wrapper, the cutting of cardboard and its assembly with the printed wrapper into cartons, to the filling of the boxes with soap and their sealing, the whole process being automatic and continuous. Another part of the building consists of three small rooms—a kitchen, a boudoir, and a bathroom—in which the uses of the well-known Lever products are demonstrated.

Yugoslavia Producing More Toiletries

The demand for toilet preparations in Yugoslavia is large in cities and towns as the women are generally much interested in this line of goods. However, as the bulk of the population is agricultural (about 80 per cent or more), the sale of cosmetics and allied lines is not so good as would normally be expected. It is obvious that, considering the nature of the rural population, only cities and the larger towns offer a suitable field for the sale of rouges, powders, creams and related cosmetics. These articles are supplied both by domestic producers and by foreign firms. Imports are decreasing, however, for the reason that domestic production is on the increase and now supplies approximately 30 per cent of the country's need. The principal foreign suppliers named in order of their importance are France, Germany, Great Britain, Austria, and the United States. Exports from the United States have had an average export yearly value of \$7,000 for the past three years.—(Consul Stewart E. McMillin, Belgrade).

Paris Notes

WITH the opening of a new factory, in the aristocratic Bois de Boulogne section of Paris, the Maison Tokalon, largest manufacturer and distributor of its kind in Europe, added another to its chain of international points for the manufacture of the well-known Tokalon creams, powders, and toilet specialties. In recognition of his valuable contributions to commercial progress and prosperity in France as an employer and a public-spirited benefactor, E. Virgil Neal, the American founder and president of the company, was decorated by the French Government with the Cross of the Legion of Honour. Mr. Neal had shortly before received from the King of Italy the Cravate of a Commendatore della Corona d'Italia in recognition of his commercial activities in Italy, and as a mark of appreciation for his philanthropic works in that country, the latest of which was a generous contribution for the relief of the earthquake sufferers.

Mr. Neal is well known in the American pharmaceutical, toilet goods, and advertising fields, for his successful launching and direction of "Nuxated Iron," which was one of the largest newspaper advertisers until Mr. Neal sold it to the Wm. R. Warner Co., Inc. in order to devote more attention to his European affairs.

Tokalon products have not yet appeared nationally on the American market, but it is believed that plans are in progress with a view to duplicating here their spectacular success throughout Europe.

* * * *

The business offices of Lever Savonnerie have been moved from 14, boulevard Poissonnière to 37, rue La Boétie, Paris.

* * * *

Campagne Erasmic of Paris have announced the change of address from 14, boulevard Poissonnière to 37, rue La Boétie.

* * * *

Société Centrale de la Parfumerie Française has increased its capitalization from 1,200,000 francs to 3,800,000 francs.

Advertising Toiletries Essential in Chile

Acting Commercial Attache Robert G. Glover, Santiago, is of the opinion that American manufacturers contemplating exporting medicinals and toilet preparations need an agent who will cover the entire Chilean market and, at the same time, do a reasonable amount of local advertising.

British Trade Notes

AMONG the interesting recipes contained in a collection of seventeenth century manuscripts recently presented to the British Museum by B. P. Scattergood, F. S. A., are the following two: "For to make a woman's face well-colored: Take the marrowe-bones of Swyne's Feete and temper yt with warme water, and annoynte the face therewith. For drunkenness and the complexion of ladies, a powder made of brayned swallowes."

* * * *

Wright's Coal Tar Soap is the subject of a national amateur photographic beauty competition, in connection with which prizes to the amount of £265 are being awarded. The competition is divided into four sections—for children up to five, children from five to twelve, from 12 to 18, and girls and women over 18. There are to be thirteen awards in each group, the value of the prizes varying from £1 to £50.

* * * *

A perfumed manicure set is the latest novelty of Coty (England), Ltd., London. It is stated to be the outcome of much experimental work in the Coty laboratories in Paris, directed towards procuring manicure essentials which possess fragrance while retaining all the qualities necessary for complete grooming of the nails. The products are artistically finished, the assortment of jars and flacons being fitted into an attractive tray which includes every requisite for the manicure.

* * * *

The United Glass Bottle Manufacturers, Ltd., London, announce that the "U. G. B." washed and sterilized bottle service introduced early in 1929 has proved so successful that the company has been compelled to increase the capacity of its washing and sterilizing plant. The prices have been reduced as a result. The screw cap service is greatly appreciated and, owing to the preference of users for a cap in a neutral color, bottles are now fitted with a rustless white-enamelled cap.

* * * *

Among recent trade-mark applications is one for "First Aid" soap as a label and wrapper for disinfectant soap produced by the Scottish Co-operative Wholesale Society, Ltd., Grangemouth. Park, Davis & Co., Ltd., London, has applied for "Orygene" as the name of a mouth wash; and Bertram P. Gray, 14 Suffolk Street, Birmingham, has applied for "Ojoy," for preparations for use in the treatment of insect bites and skin irritations.

Levers Interested in German Chocolate Merger (Special Correspondence)

The fusion of the most important chocolate concerns in Germany has caused great interest in the United Kingdom for the reason that both of these firms are connected with the Lever interests. The amalgamating firms are the brothers Stollwerk and the Richardwerke. The latter is associated with the Schicht group, which is connected with the Unilever concern. The head of Stollwerk Brothers is chairman of the German subsidiary of Lever Brothers, Ltd.

Toilet Preparations in Lithuania

DEALERS in toilet preparations in Lithuania are of the opinion that sales of both foreign and domestic toilet preparations are increasing moderately year by year. Official Lithuanian statistics support the statements of local dealers as evidenced by the following import figures: Cosmetics and toilet preparations representing a total value of \$20,130 were imported in 1926; \$25,130 in 1927; \$60,500 in 1928; and \$70,140 in 1929. It may reasonably be expected that imports for 1930 will exceed those of the past year by a safe margin, particularly in view of the financial condition of the country as influenced by a good crop harvest. The per capita consumption of toilet preparations, particularly of cosmetics, is far below that of the United States or Western European countries.

There are twelve small soap factories in Lithuania, at the present time, employing some 250 workmen. These factories produce mostly ordinary laundry soap and cannot, therefore, be considered as competitors in the cosmetic market.

On the other hand, there are small factories engaged in the production of cosmetics. Of these, six practically control the output. French and German manufacturers practically dominate the Lithuanian market for cosmetics, with imports from France leading by a comfortable margin.—(Consul Hugh S. Fullerton, Kovno).

Algerian Geranium Oil Exports Increase. United States Imports Triple

Hailstones affected the geranium plantations in Algeria at the beginning of the year 1929 so that nearly 500 acres of plantation in the Department of Algiers were completely destroyed and some 750 acres were damaged. The crops were inferior. Prices continued high throughout the year, rising from \$10.60 per kilo during the second quarter to \$11.60 in the third and falling to \$10.40 at the end of the year. Figures for the 1929 production are still unavailable.

Exports are increasing annually, and the declared exports to the United States from the ports of Algiers and Oran during the quarter ended March 31, 1930, of geranium oil amounted to 12,025 pounds, valued at \$39,100 as against 5,550 pounds, valued at \$20,845, for the corresponding period during 1929.—(Consul Oscar S. Heizer, Algiers).

Imports of geranium oil into the United States from all countries for the first four months of 1930 amounted to approximately 70,000 pounds, valued at \$218,000, against only 20,500 pounds, valued at \$83,000, for the corresponding period of 1929.

American Peppermint Oil Exports Up

Exports of American oil of peppermint for the first five months of 1930 amounted to 93,000 pounds, worth \$334,000, against 84,500 pounds, having a value of \$293,000, for a similar period of the preceding year.

Indispensable

(The Wares Co., Warsaw, N. Y.)

We would not like to think of getting along without
THE AMERICAN PERFUMER.

Association and Court News

Salesmen's Golf Tournaments

R. A. BREWER, Liberty By-Products Co., Belleville, N. J., showed that the chemical industry has at least one golfer capable of competing with the best by shooting a 73, three over par, to take low gross at the July 22nd tournament, held at Fox Hills Golf Club, Rosebank, S. I. Two three putt greens, the seventeenth and eighteenth, were mainly responsible for his straying from perfect figures. G. A. Beauchamp, Merck & Co., shot an 83 to take second low gross. R. M. Banks, American Cyanamid Co., was in third place with an 87 and Victor E. Williams, Monsanto Chemical Works, won the fourth low gross prize with a 91. Burton T. Bush, Newport Chemical Works, had a gross 88, but had already won the third low net prize with 88—16—72, the tournament rules providing for only one golf prize to each competitor. First low net went to Harold Tegge, G. G. Tegge & Sons, printers, with a score of 96—28—68. Wayne E. Dorland, MacNair-Dorland Co., took second net with 119—48—71. In the kickers division F. S. Dubbs, American Cyanamid Co., hit the drawn number with a net 70 and took first place. Oscar Lind, Dow Chemical Co., and A. G. Brunner followed with net 71 and 73 respectively. The scores were generally fairly low as the fairways were hard and fast.

Following the golf tournament the quoits players showed their wares during a driving rainstorm. The finalists were the same teams which competed in the finals at Canoebrook last May with the exception of a shift in the Dow Chemical representative. Oscar Lind took Ralph Dorland's place as Wayne Dorland's partner, and the two defeated Victor Williams, Monsanto, and Grant A. Dorland, MacNair-Dorland Co., 21 to 20, the same score the May finals match provided.

The association held a one-day tournament at Lenox Hills Golf Club, Farmingdale, L. I., August 12, the third meeting of the current season. About thirty members and guests attended and were treated to about as perfect a day for golf as it is possible to secure. The course was in excellent condition, considering the lack of rain, and this contributed considerably to the generally low scores posted. R. D. Brewer, Liberty By-Products Corp., Belleville, N. J., manufacturers of textile soaps, oils, etc., again took first place in the low gross competition, scoring 83. He overcame a bad 8 on the tenth hole by shooting the last seven in one under fours. Grant A. Dorland, MacNair-Dorland Co., took second low gross with a 93, Victor Williams, Monsanto Chemical Works, had a gross 91 but had already won first place in the kickers' division with net 73, one above the drawn number. Four others also had net 73s, the prizes having been awarded in accordance with the lowest handicaps. This placed Ralph E. Dorland, Dow Chemical Co., second, and Robert Wishnick, Wishnick-Tumpeer, Inc., third. Robert Wilson, Dow Chemical Co., won low net with 103-35-68, William H. Adkins, Givaudan-Delawanna, Inc., took second with 104-30-74, and Henry Cramer, Carpenter Container Corp., won third with 115-40-75.

Decision in "4711" Case

THE Circuit Court of Appeals has handed down its decision in the case of Mulhens & Kropff, Inc., New York, against Ferd. Mülhens, Inc., in the matter of the use of the trade mark "4711" for eau de Cologne and other toilet preparations. The decision grants to Mulhens & Kropff, Inc., an injunction against Ferd. Mülhens, Inc., which forbids that company to use the mark "4711" on its products excepting on eau de Cologne, eau de Cologne smelling salts, and eau de Cologne face powder.

Judge Manton who wrote the opinion in the case, held that since it had been decided that Mulhens & Kropff, Inc., are not possessors of the original formula for "4711" eau de Cologne, they are not entitled to exclusive use of the trade mark on this product, although they purchased the trade mark itself and the business from the Alien Property Custodian. This interpretation also extends to the two minor products.

The effect of the decision is that there will continue to be two "4711" eau de Cologne products on the market, one manufactured by Mulhens & Kropff, Inc., and the other by Ferd. Mülhens, Inc. With respect to the use of the "4711" trade mark on all other toilet preparations, it continues as the exclusive right of Mulhens & Kropff, Inc., and Ferd. Mülhens, Inc., is enjoined from using it and must account to Mulhens & Kropff, Inc., for such use.

Judge Manton's opinion was concurred in by Judge Swan. A dissenting opinion by Judge Hand held that Mulhens & Kropff, Inc., were entitled to an injunction against any use of the trade mark "4711" on toilet preparations after a comparatively brief probationary period.

It is anticipated that the case will be appealed to the United States Supreme Court since the decision allowing the manufacture of "4711" eau de Cologne by both firms creates an unsatisfactory and confusing situation.

Coming Conventions

Cosmetological Conference, Washington, D. C., August 27, 1930.

National Hairdressers' and Cosmetologists' Association, Inc., Mayflower Hotel, Washington, D. C., Sept. 1, 1930.

American Chemical Society, Cincinnati, Ohio, September 8 to 12, 1930.

Beauty Industries Manufacturers Association, Hotel Pennsylvania, New York City, Sept. 22 to 24, 1930.

National Beauty & Barber Supply Dealers Association, Palmer House, Chicago, Oct. 6 to 10, 1930.

National Wholesale Druggists Association, Edgewater Beach Hotel, Chicago, October 13 to 17, 1930.

American Bottlers of Carbonated Beverages, Milwaukee Auditorium, Milwaukee, Wis., Nov. 10 to 14, 1930.

Fourth National Symposium of the American Chemical Society, New Haven, Conn., December, 1930.

What Price Beauty

(Continued from Page 360)

goods. They evade the price, and let the consumer find it out when she asks for the goods at the store. This is worse than futile—especially when your consumers are women. The male person has a false pride in such matters; he is afraid that he will be thought penurious or poverty-stricken if he balks at a high price. Not so his sister; she is not afraid to stand up straight in her high-heeled shoes and announce in clear tones that the price is much too much, and she won't pay it. State your price, frankly and boldly, as if your goods were well worth it and everybody ought to know it.

As a matter of fact, it is the low price which needs explanation and justification, and not the high price. This may sound paradoxical, but it is not. If you advertised a standard size box of face powder, reasonably, attractively packed, at considerably less than the regular price, you would have to assure the consumer, strongly and emphatically, that she would find in your product all the qualities which a fine face powder should possess. Otherwise she would doubt that it was worth even the small price you asked for it. But if you advertise an ounce of perfume, gorgeously bottled, at \$36, no explanations or arguments are necessary. The costly elegance of your package in itself argues unusual quality, and the fact that you ask so high a price is almost positive proof of characteristics which make the price justifiable—in fact actually necessary.

Some time ago a manufacturer gave me a sample bottle of a new preparation which he was about to market—a shampoo for which he made great claims. I took it home, used it, liked it very much. In fact, I convinced myself that it kept my hair in better condition than anything I had ever used; and after it was gone I looked for more. Evidently it had not reached the New York market, and I was unable to find it—much to my regret.

Since then, an impartial analysis of the matter has convinced me that I was so thoroughly "sold" on the product for these reasons: the convincing representations of the manufacturer; the unusually interesting bottle with its artistic buff and gold label; the price, which was nearly double that of the preparation I had been using; and its particularly refreshing, stimulating and exotic odor.

To sum up, it appears that what the industry as a whole should seek is not a lower price level, but better justification for high prices.

In other words, the manufacturer about to introduce a new product, or the manufacturer who is casting about for a revision of his goods and methods which will enable him to make more money, should seek, first of all, complete individuality. Getting business on a price basis is played out. There are too many trying it. Competition is too fierce. Sales are too hard, too expensive, to make, and customers gained on price alone cannot be held.

But, if you follow the usual course and produce an article which, in all essential respects, is precisely like others which are already established, how can you sell it except upon a price basis? Heavy advertising expenditures and strenuous selling tactics may give you

Palmolive Loses Tax Suit

THE suit of the Palmolive Co., against the Wisconsin Tax Commission for an injunction restraining the commission from collecting income taxes for the years 1924 to 1930, has been decided in favor of the commission by Judge Walter C. Lindley in Federal District Court in Madison, Wis. The company had contended that the commission had no right to collect the taxes on the ground that the Wisconsin branch was not a separate entity and that such collection would constitute double taxation.

Through the decision, the commission is empowered to collect taxes amounting to about \$350,000 covering levies against income for the last six years.

"Les Bourgeois" Denied Registration

"Les Bourgeois," the name Ybry, Inc., New York, had chosen to represent a brand of toilet goods, has been denied registration, the United States Patent Office has announced, because of the possible confusion of the name with that of Bourjois, registered by Bourjois, Inc. While "Les Bourgeois" has an entirely different meaning from Bourjois; the former meaning buds in French and the latter being a French proper name; nevertheless the similarity may prove confusing to those unacquainted with the French language.

Protest on Soap of Yardley & Co., Ltd.

In protest 408607-G of Yardley & Co., Ltd., of New York, the duty on merchandise consisting of soap millings but appraised as toilet soap at 30 per cent ad valorem under paragraph 82 of the Tariff Act of 1922 was claimed to be dutiable under the same paragraph at 15 per cent.

Justice J. McClelland in T. D. 12305 in accordance with the amended report of the appraiser upheld the claim.

Protest Duty on Flavoring Extracts

In T. D. 11878, Justice J. Brown overruled the protest, 386238-G of London Dry Co. of Los Angeles in regard to the duty levied on flavoring extracts. Flavoring extracts in question were classified at 40 cents per pound and 25 cents ad valorem under paragraph 24, Tariff Act of 1922, and were claimed by the London Dry Co. to be dutiable at 25 per cent under paragraph 24 or 40. On the record presented the protest was overruled.

a start, but the goods won't repeat unless you keep up your advertising to its highest peak, and that cuts the profit to the bone. Advertising pays only when the goods will repeat on their own merit; if every jar or bottle has to be sold by advertising, year after year, you are in the position of always starting in business but never *having* a business.

Building a business on the right basis means the production of goods which actually render a needed service; such goods not only repeat on their own merit, and justify a price which will not only net the manufacturer a good profit, but which the consumer will willingly pay—high though it may seem to be.



The Procter & Gamble Company of Cincinnati announced on July 29th the acquisition of Thomas Hedley, Ltd., of Newcastle-on-Tyne, England, said to be the largest independent soap manufacturing concern in Great Britain. The American company it is reported will undertake to expand its English affiliate's manufacturing and distributing business to enable that branch to serve northern England and Scotland to better advantage. The British company's capitalization is estimated to be \$2,500,000 and has plants at Birmingham and Wathondearne.

The negotiations for Thomas Hedley, Ltd. were conducted by R. R. Deupree, vice-president of Procter & Gamble, who has been making a survey, in company with Harvey C. Knowles, general manufacturing superintendent of the company, of the soap situation not only in England, but also in France and Germany.

The company has also announced that negotiations are progressing favorably for obtaining control of the Cadum Soap Company of Paris, which controls important branches of the soap industry in Germany and other countries.

From a London source it was learned that Mr. Deupree is conducting other negotiations with several other European soap company officials, including the heads of perfume-making concerns, but the negotiations have not yet reached sufficient stage for the officials here to give out any information regarding them.

* * * * *

At a recent meeting of the Council of the Societe Industrielle de Chimie, of France, Professor Marston Taylor Bogert, of Columbia University, was elected to Honorary Membership in that organization. Prof. Bogert is also an Honorary Member of the Chemical Society of Poland and of the Royal Bohemian Academy of Arts and Sciences, as well as being the Senior American Past President of the Society of Chemical Industry of England. Col. and Mrs. Bogert are now in Europe. They will return late in November.

* * * * *

The Andrew Jergens Co., soap and toilet specialty manufacturers of Cincinnati, O., will shortly introduce nine new toilet products in the Woodbury line which is owned by the company. The products will be produced in two sizes. Bottles and labels are distinctly modernistic in design and very attractive.

The new numbers in the Woodbury line will be a new After Shave Lotion, Hair Gloss, Coconut Oil Shampoo, Tar Shampoo, Liquid Castile Shampoo, Cleansing Cream, Almond Rose Cleansing Cream, Tissue Cream and Facial Freshener.

John A. Hershman, general manager of Charles of the Ritz, Inc., New York, since its inception, has just been elected vice-president of the company.

Previous to his connection with his present organization, Mr. Hershman was a partner in Rockhill & Vietor and is well known in the essential oil business both here and abroad. Although Charles of the Ritz



© B&S

JOHN A. HERSHMAN

preparations have been available to patrons of the Charles' Salon in the Ritz Carlton Hotel, New York, for over fifteen years, the line was offered for national distribution only about two and one-half years ago. Under Mr. Hershman's guidance it has achieved in a comparatively short space of time an enviable position among lines which have been in the market for years. Many factors have contributed to the success, including an attractive national advertising campaign and Mr. Hershman's genuine popularity with toilet goods buyers and his grasp of production and sales problems.

Charles of the Ritz, Inc., today has fifteen salons in Boston, Atlantic City, and Metropolitan New York and will open a new salon in Philadelphia about September 1st. The sales organization includes five sectional managers, twelve travelling women representatives and 165 store demonstrators.

Steuerman Service, New York, handle the firm's advertising. The Canadian distribution of the line is effected through the coast to coast chain of T. Eaton Co., Ltd.

* * * * *

B. T. Babbitt, Inc., of Albany, has purchased the lye preparing plant of the J. B. Ford Co., Wyandotte, Mich., according to a statement issued on July 27 by Ira Mendelson, vice-president of the Albany firm. The deal which involves over a \$1,000,000, gives the Babbitt company control only of the lye manufacturing plant which is just a part of the Ford company.

* * * * *

Martin de Markoff, president of Alexandra de Markoff, New York City, sailed on July 12th to spend about six weeks in Paris. Both pleasure and business are the object of this trip. He will return to New York the latter part of August.

Irvin S. Zeluff has joined the organization of Kathleen Mary Quinlan, whose new salon is located at 655 Fifth avenue, New York City, as perfumer and cosmetic chemist. He will be located at the company's plant in Clinton, Conn.

Mr. Zeluff is well known in the toilet preparations field. Following his graduation from the Brooklyn College of Pharmacy in 1904, he was employed by Dr. W. C. Anderson, dean of the college, in the latter's drug store in Brooklyn for about four years. During this time he studied chemistry evenings at Pratt Institute, Brooklyn. He then joined the organization of the Bristol-Myers Co. with whom he was connected for four years.

Following this, he went with the Anglo-American Pharmaceutical Corp., which was controlled by Dr. F. S. Mason, then American agent for Parfumerie Rigaud. Dr. Mason was impressed with his work, and in the course of his seventeen years' connection with the company, Mr. Zeluff rose from a minor position to chemist, production manager, and purchasing agent for the company. At the time of his resignation he was assistant treasurer. Following this he went in business for himself as a consulting chemist, after which he was for a short while connected with Freda Hempel, Inc.

* * * *

Thinc Products, Inc., New York City, has purchased from Stanhope Laboratories, Brooklyn, N. Y., the trade names, formulas, packages and goodwill of "Amberol", "Sani-fume", "Hair Culture", "Odorol", "Lilac Royal", "Vigorub", "Bellefaire" and "Medicol". The manufacture of these products will in the future be carried on at the plant of Thinc Products, Inc., in New York and the business from their New York offices.

The necessary changes in packaging, merchandising and advertising are being made so that these products can be handled similarly to others of the Thinc line. In addition to these recently acquired products Thinc manufactures a "Hand Creme" and a "Hand Cleanser."

Beginning this Fall, Thinc advertising is being extended to include several of the leading women's national magazines.

The acquisition of the above products has incurred no change in the personnel of the present members of the organization, of which James B. Helme is president and treasurer, and F. Berard secretary. J. L. Miller, general sales manager, however, announces the following new district sales managers: J. R. Pesichil, formerly manager of the Denver office of a Chicago sales agency, for the West Central Division; Walter J. Paxton, formerly assistant sales manager of Flytox, for the East Central Division; and Wm. M. Coatsworth, formerly sales manager of Mennen Co. for the Central Division.



IRVIN S. ZELUFF

Henry G. Dusenbury, perfumer for Richard Hudnut, New York, returned on the *Lafayette* July 20 from a European trip which took him to the Hudnut branch factories in several Continental countries. Mr. Dusenbury sailed from New York to Gibraltar and after brief stops there, at Seville and at Granada and Madrid, spent some time in Barcelona where a new Hudnut factory is just getting into production. He was also entertained in Barcelona by Javier Serra, head of the Spanish perfumery house of Myrurgia and inspected the plant of that company, which he states is one of the finest that he has seen.

From Spain he went to Cannes and with that city as his headquarters visited the raw material producers in Grasse and other Alpes-Maritimes towns. Commenting on conditions in the raw material trade Mr. Dusenbury said that heavy stocks of most of the principal materials together with lack of demand from the perfumers both in Europe and America had led to some depression in the industry and to low prices on numerous items. At the time of his visit it was too early for a forecast on many of the new crops but the rose yield in Grasse was small and supplies of orange flower products of the new crop were also limited. However, stocks of both of these products are ample and with demand very light, big prices are not to be expected.

Leaving the Riviera, Mr. Dusenbury stopped in Florence, Italy, where the Italian branch plant of Richard Hudnut is located. He spent several days there conferring with officials of the plant and advising them on methods of production, etc. From Florence he went to Germany and after visits to Munich and Nuremberg, went on to Berlin, where he visited the Hudnut factory, returning to Paris where another branch and an elaborate Hudnut salon are located. He spent some time in Paris and also made a brief trip to Geneva.

Commenting on European business in perfumes and



MR. DUSENBURY TAKES THE WHEEL

toilet preparations, Mr. Dusenbury said that the world wide depression has affected the demand for these products considerably. He does not anticipate that the current slackness of business in Europe will be of long duration, however. He found a growing interest in American toilet goods throughout Europe and surprisingly enough, this demand is not for products man-

ufactured in the European branches of American houses, but for goods bearing the mark, "Made in U. S. A." This confirms his opinion of the worth of American toilet goods and also indicates that in Europe as well as in America there is a glamor in the foreign label.

In passing Mr. Dusenbury complimented the French Line on the excellence of appointments and service on its new cabin ship, the *Lafayette*, on which he made the return trip.

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Two new shades of face powder have been introduced by Coty, Inc., of New York City and Paris. The new shades are "Nacree" and "Severose," the first described as a delicate pearl-like shade and the second as a warm tint, suggested by Sevres porcelain.

The new shades are supplements to the ten present ones manufactured by the company. An extensive advertising campaign being conducted by the Coty house seeks to instruct women in the use of different powders to harmonize with costumes. A booklet, "Diversity in Beauty" giving instruction along these lines, is also being distributed upon request.

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The North Coast Chemical & Soap Works, Seattle, has moved its offices to the Pioneer Building in that city. The company's former address was 6307 17th avenue, south.

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Vestal Chemical Co., St. Louis, Mo., has moved from its old address at 215 Pine street to its own plant, located at 4963 Manchester avenue, St. Louis. Organized in 1913 for the manufacture of cleaning and polishing materials, this company has made steady progress and recently secured a plot of about 50,000 square feet in the heart of the St. Louis industrial center connecting with all railway trunk lines enter-



NEW PLANT OF VESTAL CHEMICAL CO.

ing that city. The first unit of its plant on that site is now ready. It is a modern fireproof building with about 30,000 square feet of floor space and will be followed by other units of similar construction as the progress of the company warrants. Special equipment and machinery make the new plant a most efficient one for the company's purposes.

Dr. and Mrs. Bernard H. Smith returned on the *Homeric* August 13 from a European tour of about two months. Dr. Smith is president of Virginia Dare Extract Co., Brooklyn, and our Contributing Editor on Flavoring Extracts.

They visited Holland and Belgium and then went up through the Rhine country to Bavaria, witnessing the Passion Play at Oberammergau. From Germany they went to Venice and after short stops in Rome and Florence, Italy, returned by way of Switzerland to France.



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DR. BERNARD H. SMITH

Dr. Smith reports that general conditions in Europe seem to be improving, especially in Germany and Italy where he found the population busy and apparently little unemployment. France, he said, has no unemployment problem. He was particularly impressed with the increasing use of machinery both in industry and in agriculture in Germany. He had little opportunity to observe the flavoring industry of these countries, but said that the perfume industry seemed somewhat depressed, a condition which he attributed to the excessive prices which were reached about a year ago on goods of this sort.

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A project of unusual interest to our readers has just been organized in France under the name, Compagnie Latine des Produits Méditerranéens, S. A., with offices at 112 rue Reaumur, Paris. The company is capitalized at 1,000,000 francs but its charter allows it to increase this to 50,000,000 francs at the option of the directors. It is a co-operative undertaking in which several of the prominent producers of raw materials have joined and its purpose is to improve methods of production, stabilize markets and generally improve conditions prevailing in raw materials for the perfume industry, produced in France, the Mediterranean basin and the Colonies.

Administration of the company is divided into two groups, technical, composed of Georges Chiris, head of Etablissements Antonie Chiris; P. de Grandprey, technical director of the house of Chiris; Louis Descollonges of Descollonges Frères, Lyons; G. Bosurgi, head of the house of Sanderson & Co., citrus oils, Messina; H. Benard of Benard & Honorat; and Dr. J. de Saint-Rapt, technical collaborator for Descollonges Frères, Société Pax, and Petrole Hahn. The other group which will handle the economic and financial administration of the company, consists of Jean Pape, M. Jeanpierre, J. Desjardins and René Delaubier.

A careful and detailed study of present and proposed methods of production, possibilities for the cultivation of new floral products and numerous other matters will engage the attention of the company at the outset and it is anticipated by those in control that greater uniformity and lower and more stable prices for raw materials will ultimately result from the enterprise.

Miss Jessica Ogilvie, who makes her headquarters at the Chicago offices of Ogilvie Sisters and Miss Fredrica Corbett, also of Ogilvie Sisters, sailed on the *de Grasse* on July 19th to spend several weeks abroad. During their stay they will of course visit the salons at Paris and Biarritz, although their intention is to make this trip purely a vacation and pleasure one. Before returning to the United States they will visit Oberamergau. They also expect to spend some time in Switzerland.

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Bernard d'Escayrac, manager of Guerlain Perfumery Corporation, the New York branch of the Paris concern, sailed on the *Paris* July 25. Mr. d'Escayrac's trip is purely one of pleasure. He expects to return the latter part of September.

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Miss Margaret Brainard, manufacturer of a line of creams has recently added to her products a sun burn lotion, an astringent and a skin tonic. "The sun burn lotion," Miss Brainard states, "unlike many of the precautions advocated for protecting the skin from burning or blistering is neither oily nor greasy. It adheres well and goes on smoothly."

At her studio at 654 Madison avenue, New York City, in the new Manhattan Life building, Miss Brainard demonstrates her "Cosre Lamp" which with her creams is the basis of her facial treatments. She does not believe in drastic massage but uses her lamp as a means of applying her creams—a flower cleansing cream and nourishing cream for the oily skin and a satin cream and cleansing cream for the dry skin.

* * * *

Carlisle D. Craig, secretary of Bowey's, Inc., manufacturers of flavoring extracts and allied products, Chicago, died in that city July 22. Mr. Craig had been connected with the flavoring industry for many years and for the last seventeen years had been secretary of his company.

In addition to his business activities he took an active part in association affairs. He was a past chairman of the Confectioner's Division of the Chicago Association of Credit Men. He also took an active part in the National Association of Manufacturers of Fruit and Flavoring Syrups, and was greatly interested in the work of the Flavoring Extract Manufacturers Association. Mr. Craig leaves a widow and a daughter, Marian.

The following fitting tribute was paid his memory by one of his close business associates: "To all who knew him, Carlisle D. Craig dealt in honesty, fairness and efficiency that was typified by his popularity in the industry, a monument of achievement to his career."



THE LATE C. D. CRAIG

George W. Hackenberger, head of the firm of Henry C. Miner, Inc., manufacturers of toilet goods, died at his home in Brooklyn, on July 23rd. He was 61 years old.

Mr. Hackenberger was connected with the firm of Henry Blair in Philadelphia when he was called to New York to run the drug store left by the estate of Henry C. Miner. This was approximately twenty to twenty-five years ago. Next door to the drug store was a theatre, which served as the incentive to develop a line of make-up preparations in a small way. This part of the business prospered to such an extent under Mr. Hackenberger's direction that in 1919 the drug store was dispensed with and the entire time of the company was devoted to manufacturing.

THE LATE
G. W. HACKENBERGER

In the industry, Mr. Hackenberger was well known and beloved by his associates. His many associations and interests included membership for many years on the board of directors of the American Druggists Syndicate, Past Master of St. Cecile's Lodge No. 568, F. & A. M., Past Grand Sword Bearer of the Grand Lodge of the State of New York and many other fraternal connections. He was also an active member of the Second Assembly District Republican Club of Brooklyn, and of the East Midwood Civic Association.

* * * *

Harry O. Brawner, a member of the firm of Swindell Brothers, Baltimore, Md., for over thirty years, died August 11 in the Union Memorial Hospital, Baltimore, after a short illness from heart disease at the age of 64 years.

Mr. Brawner had been with Swindell Brothers for fifty years, entering their employ as a clerk at the age of 14. He worked his way up through various departments until in recognition of his ability he was made a member of the firm. He was particularly interested in glassware for the perfume and toilet preparations trade and as general manager of production he had much to do with the development of this branch of the business.

His wife died some time ago, and he had since been living with his son Charles in Ruxton, Md. Two sons, Charles and Pierce Donahue Brawner, survive him.

Mr. Brawner was a member of the Baltimore Country Club, the Merchants Club of Baltimore and the Gibson Island Club. His favorite recreations were golf and yachting.

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United States Industrial Alcohol, Inc., reports for the six months ended on June 30 net profit of \$552,485 after depreciation and Federal taxes, equivalent to earnings of \$1.47 a share on the common stock outstanding. This compares with a net profit of \$1,696,051, or \$5.30 a share, on the common stock in the first half of 1929.

Irving Bennett, who has been associated with Antoine Chiris Co., Inc., New York, for eleven years in a sales capacity has been appointed general sales manager. Mr. Bennett has recently returned from a trip to Paris and Grasse where he conferred with officials of Etablissements Antoine Chiris and inspected the great flower plantation projects of the house.

As reported briefly in our January issue, the House of Chiris was recently awarded the "Prix de Specialites" for the excellence of its work in the development of floriculture. According to *L'Aclairer de Agricole et Horticole* of Nice, which recently published an extended account of the Chiris plantations, this development now consists of more than 750 acres.

The plantations are divided into four estates and a few additional gardens of lesser importance. The development of these tracts has enabled the house to take advantage of the most modern methods of cultivation.

The estate du Vignal at Chateaneuf-de-Grasse, purchased in 1919, has since been converted from pasture lands for sheep and cattle to a most productive plantation. In the absence of water for irrigation, the "dry farming" method was used and with considerable success. More than 200,000 May rose bushes have been planted here and are now in production. Parts of the estate, not suitable for this plant, are devoted to Clary sage, hyssop, coriander and anise with mint as an occasional crop. The slopes have

been devoted to Florentine orris and are now in production.

The estate of l'Abadie in the Saigne valley, near Grasse, is largely devoted to the cultivation of jasmin with complementary crops of mint, tuberose, basil, geranium and taragon. During the last three or four years, the daily picking of jasmin during the season has amounted to several hundred kilos. At l'Abadie, there is also maintained a large herd of Montbeliard cows whose milk is destined for the charitable organizations in Grasse in which Mme. Georges Chiris is interested.

A third farm in the commune of Montauroux (Var), while not affording much opportunity for cultivation, produces large quantities of native plants such as Clary sage, hyssop, immortelle, etc.

The estate of Puberclaire in the Basses Alpes lies at an altitude of more than 2,000 feet and 250 acres here are largely devoted to lavender. Work is carried on by means of tractors and modern implements and the plantations, now about five years old, are kept in excellent condition. In addition to the lavender,

other plants of lesser importance such as mint, hyssop, pyrethrum, angelica and fennel are cultivated at Puberclaire.

Steady improvement in methods of cultivation and continuous research in improved methods, new varieties, crop rotation, soil analysis and fertilization are carried on by experts in the Chiris organization headed by M. Karleskind, director of the cultivations, working in close cooperation with the Chiris



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CHARLES A. SWAN



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IRVING BENNETT



VIEWS OF THE CHIRIS PLANTATIONS: ABOVE, TUBE ROSES; LEFT, JASMIN; RIGHT, LAVENDER.

factories for the extraction of essential oils and floral raw materials from the produce of the plantations.

The house of Chiris, in addition to its enterprise in France and its New York company, operates the following branch houses and agencies: Rahmanlare, Bulgaria; Vigone, Avola, Hesperides and Messina, Italy; Boufarik, Algeria; Sousse, Tunis; Antalaha, Madagascar; St. Denis, Bourbon Islands; Bambao, Comores Islands; Surabaya, E. I.; Langson, Tonkin; Chung-King and Tatsienlu, China; Cayenne, French Guiana; Brussels, Geneva, Barcelona, Warsaw, Riga, Helsingfors, Hamburg, Milan, Kazanlik, Bucarest, Salonica, Cairo, Tunis, Algiers, Oran, Tangiers, Havana, Rio de Janeiro, Buenos Aires, Santiago, Papeete, Osaka, Melbourne, Sydney, and a separate company, Antoine Chiris, Ltd., London.

Assisted by this worldwide organization, the American company, headed by Charles A. Swan, president, is in a very favorable position to continue its service to manufacturers of perfumes, toilet preparations and soaps in supplying raw materials for these industries.

Mr. Bennett returned greatly impressed with the plantations and factories of the parent organization and enthusiastic over the prospects for further development of the business in this country.

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Prince Georges Matchabelli, manufacturer of the Matchabelli perfumes, returned on the *Europa* August 14 from a six week's visit to France. The Prince states that his Paris shop and factory both of which were established last year are doing much better than he had anticipated and he is very much pleased with the outlook. He also advises us that his export business, particularly to South America and Cuba, is rapidly expanding.

Identified with the Matchabelli line of perfumes is the transparent crown bottle with the gold decorative trimming. The Prince has developed a variation of this bottle, presenting it now in shades of blue, green and rose, with boxes to match. These are already on display at his Paris shop and will appear here about the first of September. Another addition to the line of packages is a case containing three one ounce bottles with applicator rod tops. The white box containing these is decorated with the characteristic crown and a blue and silver label featuring a large "M."

While abroad the Prince received the appointment from the King of Spain to supply perfumes to the royal family together with the use of their coat of arms.

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Roger N. Farr, until recently sales manager of R. Louis, Inc., New York, makers of beauty products, has become sales manager for Peggy Sage, Inc., New York, makers of manicure requisites. Mr. Farr has been engaged for some years in selling higher type exclusive lines of products in this field.

* * * *

The John Hauser Soap Co., North Milwaukee, Wis., has started work on an addition to its plant. New equipment has been ordered for installation in the new unit. The company's present production of about 80,000 pounds of soap each week will be materially increased when the addition is completed.

Mrs. Cora M. Davis, manufacturer of the Cora M. Davis line of cosmetics with offices at 507 Fifth avenue, New York City, returned on the *Caronia*, July 27th after a five weeks' trip abroad. On this trip Mrs. Davis combined business with pleasure, spending a few days visiting her customers in London and Paris and devoting the balance of her time to sightseeing and a much needed vacation. The Davis products enjoy a distribution throughout the United States, Canada and many foreign countries.

* * * *

Anchor Cap & Closure Corp., Long Island City, and Capstan Glass Co., Connellsville, Pa., have announced the election of Harry Q. Mills, formerly in charge of their West Coast offices with headquarters in San Francisco, as a vice-president of both companies.

Mr. Mills, who has been associated with Anchor since 1910 and Capstan since its founding in 1918,



HARRY Q. MILLS

will make his headquarters at the Anchor Cap & Closure Corporation general offices in Long Island City, N. Y. His duties, however, will include regular visits to the nineteen branch offices located in Atlanta, Baltimore, Boston, Chicago, Cleveland, Detroit, Houston, Los Angeles, Louisville, Minneapolis, Newark, New York, Philadelphia, Pittsburgh, Rochester, St. Louis, San Francisco, Seattle, and

Toronto, Canada, through which Anchor and Capstan customers are served.

The new service which Mr. Mills will initiate is that of direct contact between the companies and their customers. Years of experience in the field of products packed in glass and contacts with the trade in general make Mr. Mills an ideal representative from the packer's or manufacturer's standpoint since he is able to bring to their problems valuable experience which he has gained.

Mr. Mills has been exceptionally aggressive and progressive in the past in fostering new developments in the glass packing field and with the practically unlimited opportunities which he will have in his new connection, he should prove an even more important contributor to the progress and development of the glass packing industry in the future.

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Formal opening of the new sesame seed crushing plant of the Los Angeles Soap Company at Wilmington, Calif., took place on August 4th. The new plant adjoins the Copra Oil and Meal plant, with which it is affiliated.

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J. Sabates, owner of Perfumeria Thesalia, S. A., Havana, Cuba, has returned home after a visit of several weeks in New York. His two sons, who accompanied him here, remain and will attend military school in this country during the winter.

The Los Angeles Soap Co. celebrates its seventieth birthday this month. It is one of the oldest firms in all California. For seventy years, since 1860, when the company was located on Second street near Spring, it has steadily grown and become prosperous until now their products, including "White King" granulated soap and "Mission Bell," are known and used throughout the West and even in the East.

The Los Angeles Soap Co. has been a source of pride to Southern California for many years. Its first frame plant was not very pretentious. It consisted of a two-story building about twenty by thirty feet. This was sufficiently large to take care of the demands at that early day. Since then, due to the growth and reception of Los Angeles Soap Co.'s products, the plant has now expanded until it covers nearly an entire city block. It is completely equipped with modern, efficient soap-making machines.

Frank H. Merrill, president and general manager of the company, is recognized as one of the foremost authorities on soap in the United States. During the past seventy years the company has grown from a small plant costing about \$5,000 until at the present time, under his direction, the plant is valued at many millions. This achievement has not been paralleled by many other business concerns in the West or in any other section of the country.

One of the reasons for the Los Angeles Soap Co.'s unusual progress is the enthusiasm and wholesouled loyalty of the company's employees, who are responsible for maintaining the high, uniform quality of the soap produced.

Much of the employee loyalty can be explained by

Mrs. Beulah B. Smith, who has been New England representative for Marie Earle, Inc., resigned on August 1st to be married to George S. Bartold, vice-president and general manager of Lorschielder & Schang, manufacturers of perfume boxes.

The Marie Earle organization have expressed regret at losing the services of Mrs. Smith but are sure that she will be just as successful in her married life as she has been in business, and wish her every happiness.

Mr. and Mrs. Bartold sailed on the *Bremen* to spend their honeymoon in Europe.

Mr. and Mrs. C. H. Bourguet and son Rene will return on the *Ile de France*, August 25, from their annual trip to Europe. Mr. Bourguet is New York manager for Lautier Fils, Grasse.

the company's interest in them. A profit-sharing dividend plan, inaugurated by President Merrill in 1915, provides each year for the distribution of the company earnings in excess of normal operating obligations of the company. As an indication of the phenomenal growth of the makers of "White King," "Mission Bell" and other soap products, employees actually received in 1929 average bonuses amounting to two months' extra salary, the company's policy being to reward employees in this way as earnings warrant it.

All Los Angeles Soap Co. employees also participate in group life insurance, which is a further indication of the company's interest in their welfare. This creates a mutual loyalty which is reflected in the quality of the products made. Each worker takes a personal interest in his job, and is anxious to make sure that all soap passing under his inspection will

measure up to the company's exacting standards.

The entire country has been quick to appreciate the company's products. Despite the fact that the company has its headquarters in the West, and it grew up with the West, at present its soap products are so much appreciated throughout the United States that it sells its products in an area over two-thirds of the country extending east to the Mississippi River. As Mr. Merrill recently stated, "we have grown with the West. We have faith in the future of the West. We believe it will not be long before Western products will be recognized throughout the United States for their true worth. We believe the continued growth of our concern during the past seventy years has been due to the fact that Western people are the first to appreciate and use only the very best."

William Young of the New York office of Swindell Bros., Baltimore, Md., has returned from an extended trip to the middle west where he found considerable improvement in business. While in Newark, N. J., he had an opportunity to play golf with William Newton of C. H. Stuart & Co., and he also played on the course at Erie Downs, Canada. Following his business trip he enjoyed a vacation at his home town at Baltimore.

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W. John Buedingen, metropolitan representative for the Stokes & Smith Co., Philadelphia, Pa. and the Ferdinand Buedingen Co., Rochester, N. Y., has moved his offices from 82 Beaver street to the Chanin Building, 122 East 42nd street, New York City; telephone, ASHland 4456.



J. G. Bell, president of Bonnie Bell, Inc., Cleveland, Ohio, was a recent visitor in New York. Mr. Bell reports that his company is expanding its line to include manicure preparations and lipsticks.

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We are pleased to publish this month the accompanying photograph, which shows Mr. and Mrs. Louis



MR. AND MRS. LOUIS AMIC

Amic leaving the church of Saint Philippe du Roule following their marriage on June 23. We are advised that Mr. and Mrs. Amic will visit the United States in the near future. The bride, who was Mlle. Yolande de Belliscze, is an American on her mother's side and is connected with the prominent Mactier family of Baltimore. Mr. Amic has many friends in the United States, who will be pleased to welcome and extend their congratulations in person when he and Mrs. Amic arrive in this country.

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B. E. Levy, chairman of the board of Coty, Inc., and president of the Coty organizations in other countries, is spending a couple of months in this country.

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The Strobbridge Lithographing Co., Cincinnati, has purchased the business and good will of the Rudolph Sattler Co., engravers and embossers, of that city. O. J. Dossman, formerly with the Sattler company will continue with Strobbridge as manager of the steel engraving division. The announcement of the purchase was made in attractive form by engraved cards signed by Mr. Dossman and by W. H. Merten, vice-president of The Strobbridge Lithographing Co. The purchase of the Sattler business further rounds out the business of the Strobbridge company by affording excellent facilities for engraving and embossing work under competent management.



W. H. MERTEN

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H. C. Rendler is now connected with Elmo, Inc., Philadelphia. Mr. Rendler has had long experience in the industry and was formerly an official of the Remiller Co.

The awards at the annual exhibit of the Art Directors Club of New York will be of interest to our readers as several of the awards fell to firms connected with our industry. In the merchandise field all three awards were won for work in our field; the medal going to Elwood Whitney, art director of J. Walter Thompson, for a bottle for Kathleen Mary Quinlan, Inc.; first honorable mention to James Herbert for a rouge container for Richard Hudnut; and second honorable mention to Gustav B. Jensen for a tooth paste tube for Gilbert Products Corp.

The Cobalt blue bottle with the silver screw top shown in the accompanying photograph is the container used for the eye lotion. This is one of the several Quinlan products for the treatment of the eye, which is the specialty Miss Quinlan first developed and won distinction in.

The rouge container is novel, chiefly for its unique slide opening. It contains the attractive design char-



acteristic of the "Du Barry" line of Richard Hudnut.

A silver tube with a wide blue band with the name of the company in white letters forms the color scheme of the Gilbert Products new tooth paste tube. This color combination is especially attractive and the arrangement of the band unusual.

Others in the field to receive honorable mention are Bristol-Meyers Co. for a painting by Henry Sutter; Andrew Jergens Co. for a photograph by Edward Steichens; and R. H. Macy Co. for a poster by Leo Rackow. In the still life group Walter Frame won a medal for a painting for Procter & Gamble Co.

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Addington Doolittle, secretary of Compagnie Parento, Croton-on-Hudson, N. Y., who recently returned from abroad with some excellent motion pictures of the production of floral and other aromatic products, is now travelling through the Middle West where several private showings of these pictures have been arranged. Mr. Doolittle went first to Boston then to Rochester and Buffalo, N. Y., and will also show the pictures at Detroit, Cleveland and other points. A later showing in New York is being planned.

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Sidney Ash, chairman of the board of the Reich Ash Corp., New York, has been sworn in as deputy police commissioner of Long Beach, N. Y. Mr. Ash has taken an active part in civic affairs and has had much to do in building up the city.

The Distributors of R. Louis has recently been incorporated with O. E. McIntyre of Howland, Oliphant & McIntyre, Inc., 2 Park avenue, New York City, as president; Robert B. Barrett, formerly vice-president and general manager of the Celma Company, as vice-president, and Marcel B. Foy, president of De Musset, Inc., New York City, as secretary. The new incorporation with offices located at 3 East 38th street, has purchased the wholesale business of R. Louis and will continue the sale of the R. Louis line of cosmetics, adhering to the general plan of the former sales policy, but with a much more extensive advertising campaign. The transaction was consummated on July 11th.

In a recent interview with Mr. Foy he stated that the new corporation though entirely separate from the salon of R. Louis, located at West 58th street, is working with them in close harmony. He also advised us that they are working on some new ideas for packaging and it will not be long before these ideas will be ready for the public.

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The National Collapsible Tube Co., Providence, R. I., following the plan which has proved to be successful in a number of other instances, completely closed down its factory the first two weeks in August to give all of its employees a vacation simultaneously. The plan has been tried before, and in the experience of the company has proved to be a successful method of meeting the vacation problem.

* * * *

Ungerer & Co., New York, have advised us of the appointment of R. L. Nichols as sales representative in Southern territory. Mr. Nichols will assume his new duties on September 1, covering the states of Georgia, Alabama, Mississippi, Texas, Arkansas and Louisiana. He is well acquainted with the trade in this territory having covered it for the last four years with a line of essential oils and perfumery raw materials.

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We reproduce herewith with pleasure a photograph of Mr. and Mrs. Doane Hage, taken on the board-



MR. AND MRS. DOANE HAGE

walk at Atlantic City, where they have been spending a short vacation. Mr. Hage is New York representative for Arthur Colton Co., Detroit, manufacturers of pharmaceutical machinery. Mr. and Mrs. Hage stopped at the Ritz-Carlton and enjoyed the bathing and other recreations for which the "World's Playground" is justly famous.

Louis A. Rosett, president of Florasynth Laboratories, Inc., New York, has advised us that his company has been appointed sales representative for the United States and Canada for Hortus, co-operative manufacturers of floral products. This company has offices in Paris and a factory in the flower fields at Pégomas near Grasse, and was organized by a co-



© B&S

LOUIS A. ROSSETT

operative syndicate of flower growers, who manufacture the products of their fields into raw materials for the perfume industry.

Mr. Rosett also advises us that Charles Senior, secretary of the company, has recently returned from a trip through the West and reports that business is beginning to show a considerable improvement in this territory. Mr. Senior spent several days at the company's important branch in Dallas, Texas.

Dr. Alexander Katz, chief chemist, will return in the near future from a trip through the South as far as the Pacific Coast covering Southwestern Canada, returning to New York by way of Denver and Chicago. Dr. Katz spent a considerable amount of time at the company's branch in San Francisco at 532 Sansome street with their representative, W. T. Markillie.

* * * *

Mr. and Mrs. Edward V. Killeen and daughter arrived home on the *Leviathan*, August 16 after a trip of about two months in Europe. In our July issue we had the pleasure of publishing Mr. Killeen's letter describing conditions in the Bulgarian rose industry. After leaving Bulgaria, they toured Germany by motor for about three weeks accompanied by D. Batzouroff of Batzouroff & Co., Sofia, visiting Frankfurt, Mayence, Cologne, Hanover, Berlin, Leipzig, Nuremberg, Munich and Oberammergau. They also spent a few days in Baden Baden and while there, Mr. Killeen visited Freudenstadt where he dined with Mr. and Mrs. George Lueders who are spending some time there. Mr. Lueders is president of George Lueders & Co., New York, of which Mr. Killeen is vice-president.

Mr. Killeen found business conditions in Europe somewhat depressed but reports that optimistic sentiment is growing and that the general belief among perfume and raw material houses is that conditions will be materially better in the near future.

* * * *

Reich Ash Corporation has leased the building on Reade street, New York City, opposite its factory which was damaged to the extent of \$50,000 by fire on the afternoon of August 19. New equipment has been installed and the manufacture of metal novelties has been started in the new quarters. No injuries to employees were reported, largely on account of the training acquired in holding fire drills regularly. William Ritti, the crippled manager of the cosmetic department, moving on crutches, led all of the young women in his department to safety over the roof.

Harry C. Ryland, New York, president of the company that bears his name has returned from a vacation in Atlantic City where he had ample opportunity to enjoy his favorite recreations of swimming and motoring.

* * * *

Ch. Revillon of the firm of Payan & Bertrand, Grasse, France, plans to sail on the *Rochambeau* August 28 for a visit to the American market. While in the United States Mr. Revillon will confer with A. Batta president of the Belgian Trading Co., Inc., New York City, American representatives for the firm. He will also spend considerable time calling on the trade to acquaint them with the latest offerings of his house.



CH. REVILLON

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Balmy Nite Preparations, has moved to larger and more convenient quarters at 2634 East 54th street, Los Angeles, Calif., in order to handle its rapidly growing business more efficiently. Jack J. Leral, proprietor of the house, has advised us that new equipment has been added and an entire new line of preparations of the cheaper class is being manufactured. Another new specialty is LeRai bath crystals now being handled by the large chain stores on the Coast and manufactured in constantly increasing volume.

* * * *

Howard C. Allen & Co., Washington, D. C., celebrate this month the fourth anniversary of their entry into the toilet goods field. Originally organized for the manufacture of hair tonics by Howard C. Allen, who is still president of the company, the line has been expanded to include numerous other products, both domestic and imported. Two new foreign perfumes and a face powder are being added to the line this year as an anniversary offering.

The import end of the business has increased materially since its inception in 1928 and is now operated as a separate division of the business under the direction of Elsie C. Jones, who has managed this department ever since it was started.

Elaborate plans have been made for extending the distribution of the line in several sections of the country and an advertising and personal contact campaign has been projected. It will be started under Mr. Allen's direction in Providence, R. I., and extended to other cities as rapidly as possible. The company continues under the same direction as heretofore with Mr. Allen as president, Miss Jones, vice-president and Margaret Just, secretary.

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Polak's Frutal Works, Inc., New York City, announce the removal of their Chicago office to larger quarters at 18 S. Peoria street, HAYmarket 8660, where Dr. Eugene Friedman, Mid-West representative of the company will be glad to greet friends in the trade.

H. H. Sherwood, president of the Sherwood Petroleum Co., Inc., of Brooklyn, N. Y., recently returned from a month's trip throughout the New England States. He found business quite satisfactory and states that a much more optimistic spirit prevails throughout the trade which was substantiated by some very nice orders.

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We have received an announcement of the marriage of Mlle. Danielle Dumez, daughter of Pierre Dumez to Marcel Plaussu. Mr. Plaussu is the son of Dr. and Mme. Plaussu of Grenoble and the bride's home is in Cannes. The wedding ceremony took place in the Chapel of Notre Dame de Vie at the little town of Mougins on July 15.

An interesting account of the wedding appeared in the July issue of *la Saison de Cannes* from which we learn that the ceremony was performed by the Bishop of Lerins assisted by the Abbe Rey, curé of Mougins. A special musical program consisting in part of pieces especially composed for the occasion by M. Van Cleeff was rendered by noted artists and by the carillon of the chapel.

The bridal party, in order of leaving the chapel was as follows:

M. and Mme. Marcel Plaussu; M. and Mme. Pierre Dumez; Dr. and Mme. Plaussu; Mme. Revillet and M. Charles Vincent; Mme. Girod and M. Bienaimé; Mme. Hubert Dumez and M. Van Cleeff; Mme. Firmenich and M. Hubert Dumez; Mme. Vincent and M. Girod; Mme. Bienaimé and M. Firmenich; Mme. Allard and M. Bondurand; Mme. Carlet and Dr. Allard; Mme. de Bishop and M. de la Souchère; Mme. Nègre and M. Galtier; Mme. Galtier and M. Nègre; Mme. Borel and M. Maurice Vincent; Mlle. Huguette Dumez and M. Edouard Hache; Mlle. Simonne Bienaimé and M. Lucien Girod; Mlle. Denise Bufnoir and M. Bienaimé; Mlle. Eliane Pitié and M. Paul Ferrandau; Mlle. Carlet



MR. AND MRS. MARCEL PLAUSSU

and M. Jacques Roux; Mlle. Simone Roux and M. Charles Brizard; Mlle. Plaussu and M. Jean Passat; Mlle. Suzanne Mass and M. Robert Vincent.

After the ceremony, a wedding supper was served in an elaborately and beautifully decorated pavilion and a symphonic concert was given by an ensemble of musicians.

The bride's father is well known to our readers as head of the house of Pierre Dumez & Cie. of Valauris.

Frank Wheaton, of the T. C. Wheaton Co., Millville, N. J., has returned with Mrs. Wheaton from a vacation trip in Bermuda. Edward C. Hagerthey, in charge of the New York office of the company who is noted for his skill with the gun, is enjoying his favorite sport of shooting at Ocean City, N. J.

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Dr. Julius Schaal, a well-known soap chemist of Hamburg, Germany, is expected to arrive in New York late this month to call on the American trade in a consulting capacity.

Dr. Schaal is the author of a book, *Die Moderne Toiletteseifen - fabrikation* as well as numerous scientific and technical papers, many of which have appeared in the *Seifensiederzeitung*. He also owns patents covering soap manufacturing processes such as the prevention of spot formation in toilet soaps and the rapid and complete saponification of fats.

* * * *

Dorothy Gray, Inc., New York, held its semi-annual convention of salesmen from July 28th to August 2nd at the New York headquarters. Lowell Fess, general sales manager presided and fourteen salesmen were present representing every section of the country, as well as the executives of the organization. A considerable net increase in business over the corresponding six months of last year was announced.

Mr. Fess, who is the son of Senator Fess, newly appointed National Republican Chairman, looks forward to a genuine improvement in all toilet goods lines during the next few weeks, stating that merchants' inventory is now the lowest for years and that the time has come when they must replenish depleted stocks.

The Dorothy Gray School for demonstrators opened for the annual training period on August 11. Each year, for four weeks, fifty or more girls will "brush up" on their art as beauticians.

* * * *

Majestic Metal Specialties, Inc., New York is placing on the market a novelty, the "Vanitie" sports umbrella. The umbrella is made of beautifully colored silk and the metal handle is in the form of a "Schenectady putter". This is of hollow metal design, opening at the top and providing space for locker keys, change, or cigarettes. A double cover contains rouge and powder compact and lipstick. The novelty is already on sale in sport shops and department stores and will also be marketed through golf professionals and others interested in and in contact with the sport world.

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Louis Furlager, founder and head of the Furlager Mfg. Co., New York, accompanied by Mrs. Furlager, returned recently on the *Leviathan* from a trip to Europe. Much of the time was spent in Paris.

Francis T. Dodge, president of Dodge & Olcott Co., New York, returned on the *Scythia*, August 4, from a brief visit in England. Mr. Dodge sailed on the *Aquitania*, July 6, and met Mrs. Dodge and their daughter in London. They had been spending the winter at Florence, Italy. After a motor trip with his family through Devonshire, Mr. Dodge called upon some of his friends in the London trade.

He found conditions in England rather depressed with business quiet. Business men there, however, are inclined to anticipate increased activity and a return to more normal conditions in the near future.

Herman G. Weicker, vice-president of the company is spending a vacation in the Canadian woods and plans a European trip later in the year.

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Franks Chemical Products Co., Brooklyn, N. Y., has doubled the capacity of its plant and relocated its offices in the Bush Terminal Building, Brooklyn, N. Y., where it has been located since the company was organized by Joseph Franks seven years ago.

Throughout the plant new machinery has been added and the processes for making stearates for the toilet preparations, chemical and other industries have been improved.

Under the direction of Mr. Franks, the company has shown notable progress and is now represented by agents in most of the large cities.

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Phoenix-Hermetic Co., makers of metal caps for glass packages, Chicago, has advised us of the appointment of Russel H. Thorpe as director of the Rochester Division of the company. Mr. Thorpe assumed his new duties on July 14. He succeeds Mr. Fredericksen, who recently resigned.

* * * *

Ernest R. Vetterlein, treasurer of P. R. Dreyer, Inc., New York City, was married to Miss Athene Geerken

of Stuttgart, Germany, July 29th, at New Rochelle, N. Y., the ceremony being performed by the mayor of the city. Immediately after the ceremony Mr. and Mrs. Vetterlein left for Montreal and Quebec for their honeymoon.



© B&S

ERNEST R. VETTERLEIN

Mr. Vetterlein was educated abroad and at Columbia University, after which he was connected with the Pacific Trading Corporation of America for some years, joining the organization of P. R. Dreyer, Inc., eight years ago. His faithful work was rewarded by his election as treasurer of the company about a year ago. Mr. Vetterlein is well known in the trade. Among his recreation sports are ice hockey, swimming and boating.

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French Cosmetic Mfg. Co. has advised us of a change in its address from New Rochelle, N. Y., to 551 West 21st Street, New York City.

William H. Schutte, Chicago representative of P. R. Dreyer, Inc., has sent us a set of "Bridge Rules," which he believes will materially improve the games of our readers. We are not certain whether these are special Chicago rules or whether players in other parts of the country are allowed to use them without fee or royalty. We publish them, however, with due credit to Mr. Schutte, as follows:

1. Pick up your cards as dealt. You will be ready to bid ahead of the others.
2. When you have a poor hand, signal immediately, by saying, "Who in heck dealt this mess."
3. If you get a poor partner, keep score yourself, you have to have some advantage.
4. Lead from your own hand, as convenient.
5. Never hurry. Try several cards on a trick, until you are sure which one you prefer.
6. Occasionally ask what is trump. It will show you are interested in the game.
7. Trump your partner's ace and cinch the trick.
8. Walk around the table when you are dummy and look at the other hands, then you can tell them what cards are good and how many tricks they can make if they play right.
9. Always ask your partner why he did not return your lead. This will remind him to lead it next time.
10. Don't try to remember the rules. It is too confusing.
11. Always explain your plays, particularly when set, as this shows up your card knowledge.
12. Talk about other subjects during the game. It makes for good fellowship.
13. Claim all the honors; sometimes you might get away with it.
14. Eat chocolate caramels and other adhesive candy while playing as it keeps the cards from skidding too much.
15. After the third round, lay your hand on the table and claim the rest of the tricks. You may not have them, but it is much easier to play with all the cards on the table.

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The Sea-Maid Corporation has purchased the former factory site of the Pacific Coast Borax Company located at Alameda, Calif. The property consists of 84,000 square feet of ground. The three-story reinforced concrete, fireproof factory building on the property is being remodeled and enlarged. When completed it will be the general offices and headquarters of the company.

The Sea-Maid Corporation mine, refine and manufacture detergents and cleansing compounds. The plant will employ about 200 people. John M. Solon, president of the company, in commenting on the new plant says, "We feel fortunate in acquiring a plant so ideally located and suited to our purpose."

British Can Shares, Inc., a recently organized Delaware corporation, in which the American Can Company will have a substantial interest, will own a considerable share of the stock of the British Can Co., Ltd., one of the largest manufacturers of containers for tobacco, fruits, vegetables and meats in the British Isles. The organization of this new company reveals that for the first time in its history the American Can Company is to act in an advisory capacity and have a substantial stock interest in a European company manufacturing cans.

The British company, the British Can Co., Ltd., was organized the later part of 1929. At that time the American Can Company and the Thermokept Corporation, acting in cooperation with a British industrial and financial group headed by the British Shareholders Trust, Ltd., participated in its formation by English interest. According to the arrangements made the British Can Co., has the exclusive license in the British Isles in connection with can-making and can-closing machinery owned or controlled by the American Can Co., and vacuum patents and processes owned or controlled by the Thermokept Corporation. It also has the benefits of the technical experience and research work and the manufacturing and selling methods of the two companies.

British Can Shares, Inc., has elected the following officers: president, Henry Wills Phelps; vice-president, R. M. McMullen, chairman of the board of Thermokept Corporation; secretary and treasurer, Charles E. Green, comptroller and director of the American Can Company. These men also will be directors of the company together with George K. Morrow, chairman of the board of Gold Dust Corporation and chairman of the board of United Cigar Stores; and Harry Craver, vice-president and director of the American Can Co. The new company has an authorized capitalization of 500,000 shares, no-par value, represented by 10-year voting trust certificates, the voting trustees being Henry Willis Phelps, R. M. McMullen, Charles E. Green, George K. Morrow and Harry Craver.

The American Can Company is one of the most efficiently organized undertakings in the United States, operating fifty-one plants for the manufacture of containers and in addition owns and operates six factories for the manufacture of can-making machinery for its own use. Its average profits for the past six years were \$18,000,000 and profits for last year were in excess of \$24,000,000.

The Thermokept Corporation was organized in 1914 to operate various patents pertaining to the sealing and closing of food and other products under vacuum and to perfect the automatic machinery for that purpose.

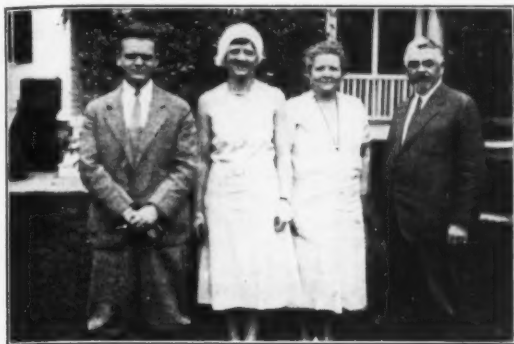
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The Washington offices of Ogilvie Sisters have been moved to more spacious rooms at 1120 Connecticut avenue. The outlook of the new offices directly faces the Hotel Mayflower.

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Reynolds Burgund celebrated his first birthday quietly at his home at Crestwood, N. Y., on July 27. He is the son of A. C. Burgund of the New York office of the Carr-Lowrey Glass Co.

Mr. and Mrs. P. R. Dreyer are passing the summer at Darien, Conn., where they have a modest but very attractive estate. With them are their daughter and son-in-law, Mr. and Mrs. Orrin C. Isbell. Mr. Isbell is an attorney who is becoming quite well-known in real estate circles in New York, and is secretary of P. R. Dreyer, Inc. Our friend on the right in the



MR. ISBELL, MRS. ISBELL, MRS. DREYER AND MR. DREYER

photograph is so well-known to our readers that an extended item about his personality is hardly necessary.

Mr. Dreyer is a familiar figure at all the important conventions in the industry, and can always be depended upon to turn in an interesting card whenever he participates in a golf tournament, and this summer he is getting some good practice. From left to right on the accompanying photograph are: Mr. Isbell, Mrs. Isbell, Mrs. Dreyer and Mr. Dreyer.

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Edward E. Dickinson, president of E. E. Dickinson Co., Essex, Conn., manufacturers of witch hazel extract, died July 29 at the age of 70. Mr. Dickinson was born in Essex and educated in the public schools and later in Hills Academy. After a brief venture in the banking business he joined his father, Thomas N. Dickinson, in the witch hazel business and soon succeeded the latter, changing the name of the business to E. E. Dickinson Co.

Mr. Dickinson was a member of practically all branches of the Masonic Order in which he took great interest. He leaves a widow, a son, Edward E. Dickinson, Jr., and a daughter, Mrs. Ruth Brooks, all of Essex. Active management of the business is now in the hands of his son who has been in charge during the father's long illness.

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The Anchor Cap Corporation reports for the six months ended on June 30 net income of \$575,135, after all charges, including depreciation and income taxes, equivalent after preferred dividends, to earnings of \$2.04 a share on the common stock. This compares with net income of \$495,636, or \$1.71 a share, for the first half of 1929.

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We have received a card from William Welcke of Fritzsche Brothers, Inc., New York, mailed from Munich, Germany, where Mr. Welcke is spending a few weeks.

Al. Rosenfeld of Les Parfums de Molyneux, Inc., New York City, returned on August 8th from a six weeks' trip abroad. The greater part of his time was spent in consultation with the principals of the parent company in Paris. Mr. Rosenfeld has been connected with the company since its organization in this country over a year ago. Upon the resignation as vice-president and treasurer of Captain A. Gordon Defries, who has been in ill health for the past eight months, he was made sales manager in charge of American business.

Les Parfums de Molyneux, Inc., was incorporated the early part of 1929 and located its offices at 41 West 57th street. The three perfume odors of the company, Le Parfum Connu, Fête and Vogue have recently had a new odor added to their number, Le Chic de Molyneux. This new odor is packaged in an attractive glass bottle with a black bakelite cap covering the glass stopper which prevents any possible chance of leakage or evaporation, as well as adding to the artistic effect of design. The whole is contained in a modernistic black box with white trimmings bearing "Le Chic de Molyneux" in white script.

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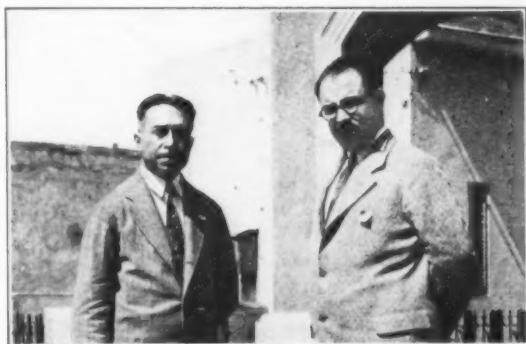
L. F. Koberlein has joined the sales force of the New York office of the Newport Chemical Works, Inc. Mr. Koberlein brings to his new task a broad knowledge of the products of the company obtained in six years of research work in the laboratories at Carrollville, Wis.

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Pennsylvania Collapsible Tube Co., Williamsport, Pa., has advised us of the appointment of A. C. Drury & Co., Chicago, to represent them in the Middle Western territory.

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Manuel C. Tello, Havana, Cuba, last month celebrated the tenth anniversary of his connection with Fritzsche Brothers, Inc., New York, as Cuban representative. Mr. Tello is one of the best known men in the Cuban trade and has been connected with the toilet



MANUEL C. TELLO AND F. DE LA GARZA

goods industry there for many years. Before joining Fritzsche Brothers, Inc., ten years ago, he was connected with the well known soap house of Barclay & Co. The accompanying photograph shows Mr. Tello and F. de la Garza, export manager of Fritzsche Brothers, Inc., and was taken on one of Mr. de la Garza's recent trips to Cuba.

Dr. Francois Fues of New York, who for many years has been producing face creams and lotions, recently was incorporated in Trenton and has opened a Newark branch at 210 Mt. Prospect avenue under the name of the Dr. Francois Fues Pharmaceutical Corporation. The company is capitalized at \$100,000. Frank A. Rizzolo, Newark attorney, handled the work of incorporation.

Dr. Fues is president of the organization; Christian W. Schnatterer, vice-president, and Richard Carrington, secretary.

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L. H. Carlson, Detroit representative of the George Silver Import Co., New York, has advised us that he has moved his offices to much larger space in the same building, the Detroit Savings Bank Building, retaining the same telephone number, RANdolph 4853. Mr. Carlson also represents John Powell & Co., Inc., New York, in the Detroit territory.

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Francis J. McDermott, who has been in the toilet preparations field chiefly on the Pacific Coast for about a decade has joined the organization of Julius Schmid, Inc., as sales manager.

Robert G. Fries has advised us that he has taken over and is continuing the flavor, extract, caramel and perfume oil business of The Fries & Fries Co., Cincinnati. Mr. Fries was in charge of the manufacture of these products as an officer and manager of The Fries & Fries Co., and is excellently equipped to continue these lines. He will specialize entirely in the field of these special products. Plans are now being formulated for moving the manufacturing operations to another plant, where more efficient service can be rendered to former customers of the company. An initial announcement of the company appears in the advertising section of this issue.

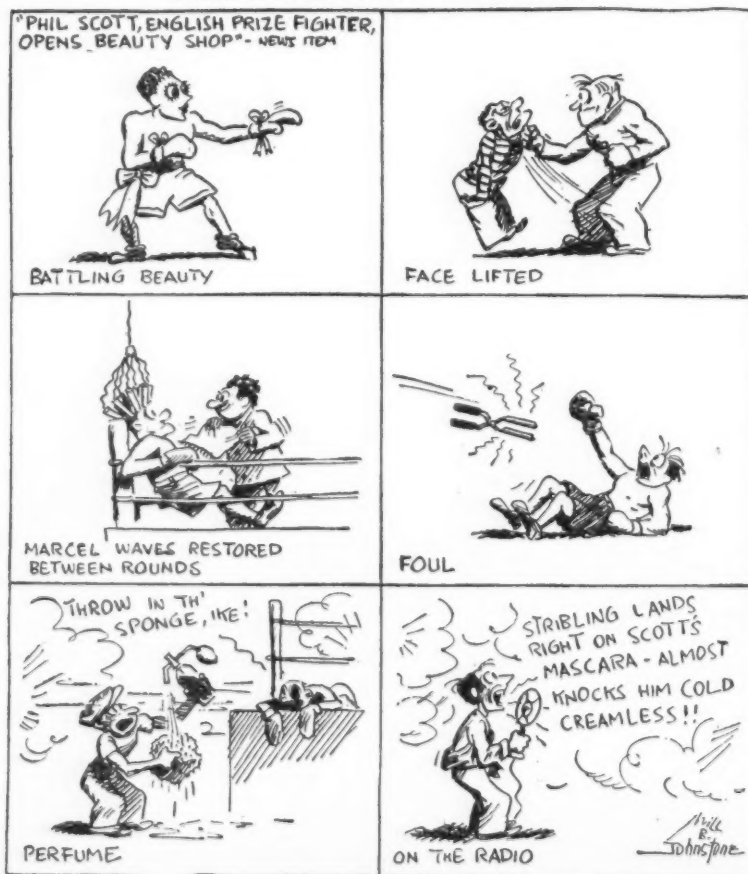
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David A. Bennett of Albert Verley, Inc., Chicago, and Mrs. Bennett are spending a couple of months on the west coast and will be back in Chicago early in September. Arthur Bennett, chief chemist of the firm, has returned from a motor trip through Wisconsin and reports a dandy vacation trip. Edward Strobel, his assistant, has returned from a ten days vacation.

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Kay-Fries Chemicals, Inc. and the American-British Chemical Supplies, Inc., have moved to new and larger offices at 180 Madison Avenue, New York City.

PRIZE BEAUTY FIGHTERS



In a recent issue we published a London dispatch telling of the beauty shop project of Phil Scott, British heavyweight fighter (?), but we had no artist of the competence of Will B. Johnstone of the New York World to illustrate the story for us. We are now, a little belatedly illustrating the former article with Mr. Johnstone's excellent cartoon.

This is not the first time that the artist has commented in his inimitable style upon some of the features or follies of our industry and we are confident that our readers will enjoy the accompanying drawing as they have the others which we have reproduced from time to time.

We acknowledge with thanks the kind permission of the World to reprint Mr. Johnstone's clever drawing.

Chicago Trade Notes

WITH an attendance of well over 5,000, the American Association of Cosmeticians and Hair Artists opened its eleventh annual convention in the Hotel Sherman Monday, August 18.

Every problem affecting the beauty specialist, from the national economic outlook to how to dispose gracefully of the "shag ears" of a client's growing-out bob, was considered during the three days of the convention.

The sessions were presided over by Mrs. M. B. McGavran, of Kansas City, Mo., the president. Miss Frances Martell of Chicago is secretary. A special feature of the convention was the address of Dr. Arnold H. Kegel, commissioner of health for Chicago, who spoke on "Shop Sanitation."

Newest discoveries of medical science which will assist women to beauty were discussed by Dr. G. W. McFatrigh and Dr. G. Alexander Ward, both of Chicago. The latter, who is medical adviser to the association, instructed the cosmeticians on the permanent removal of freckles. Mrs. Florence E. Harris, of Chicago, chairman of the Illinois state beauty culture board, spoke on "Beauty Culture in the Public Schools" and Miss Helen Lynch, another member of the board, talked on "The Uniform Curriculum."

Dr. Robert P. Shepherd of the 1933 World's Fair staff, talked on "Beauty Culture and the Century of Progress Exposition." J. A. Ladd, head of a large New York cosmetics organization, delivered a "Forecast of Economic Conditions" and Mrs. Maurer discussed "The Future of the Cosmetic Industry."

Possibly the weightiest session was that of Monday evening when mannequins cosmetized in the makeup designed by the smart creators for autumn and winter wear, passed in review before the delegates. A fur fashion show, sponsored by I. Himmel & Sons, Inc., was held in conjunction with the cosmetics show, in the Louis XVI and Crystal Ballrooms. One of the costumes shown was a riding habit in fur.

The convention closed Wednesday evening with a cotillion called, "A Night in China." This was held in the Bal Tabarin, Hotel Sherman.

Approximately 100 exhibits of interest to the cosmeticians were on display in the Grand Ballroom during the convention. Demonstrations of new methods of tinting, waving, and trimming were interspersed between the lectures. Many delegates came in advance to attend classes of the summer beauty school in the Bal Tabarin, Aug. 14, 15, and 16.

Other officers of the association, in addition to those already named, are Mrs. Reta A. Kraus, of Newark, N. J., first vice-president; Miss Elizabeth Thielen, of St. Louis, Mo., second vice-president; Mrs. Louise D. Herschel, of Houston, Tex., third vice-president; Mrs. A. E. Voegelé, of Greensburg, Pa., fourth vice-president, and Mrs. Ellen R. Bell of Chicago, treasurer. National headquarters are maintained in Suite 575 of the Hotel Sherman.

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Harry J. Ahles, of the Chicago office of Ungerer & Co., returned the second week in August from a four weeks' careful canvass of the midwest territory. He reports trade conditions much improved and of excellent promise.

The Chicago Perfumery, Soap and Extract Association will resume its regular semi-monthly meetings on September 17th, or the third Wednesday. At the last minute it was decided to skip the first September meeting because it fell so close to Labor Day, which would cause absences. It is expected that a large number will be present at the first assembly to discuss activities for the fall season, which will include early preparations for the annual banquet. President C. A. Seguin and Secretary William H. Schutte have formulated a number of interesting plans which should do much to promote immediate enthusiasm. The final golf tournament of the 1930 season will be held at Medinah Country Club Course on Tuesday, August 19th. The September gathering has been canceled. A record crowd is expected for the championship competition.

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Rowley Krembs, 10 year old son of Ottmar M. Krembs, of Krembs & Co., who resides at 167 Park Avenue, Glencoe, Illinois, was drowned the first of August while swimming at the Glencoe municipal beach. Many friends shared the grief of Mr. Krembs, for he is one of Chicago's most constructive business men and has many admirers. He is at present president of the Chicago Drug and Chemical Association and recently served with remarkable efficiency on the funds committee of the 1933 World's Exposition.

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J. L. Brenn, of Huntington Laboratories, Inc., returned the first week in August from a three weeks' trip with his family, to the Yellowstone Park district.

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Dudley F. Lum, Chicago manager for Givaudan-Delawanna, Inc., left on August 11th for a three weeks' vacation journey to the home of his parents in Chatham, N. J. While in the east he will visit the New York office of Givaudan-Delawanna, Inc.

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A. J. Dedrick, of Edward T. Beiser Co., spent the hot two first weeks in August on a business trip to Detroit and vicinity.

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Howard Lyon, of Comfort Manufacturing Co., left Chicago early in August on a business trip to New York City. He is expected to return on the 20th.

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B. F. Zimmer, of Fritzsche Brothers, Inc., left on August 7th to spend four weeks with his family at his summer home at Minocqua.

Wisconsin Trade Notes

THE Cherry Oil Co., at Sturgeon Bay, plans to turn out approximately 75,000 pounds of refined oil this season from cherry pits. The first oil commercially sold, was sent out last March after having been refined last winter from raw oil pressed out the previous season. The oil is used extensively in the manufacture of cosmetics.

The company plans to buy a barge large enough to hold an estimated 1,500 tons of pits from Michigan cherry canneries and freight this supply across the lake next year to the Sturgeon Bay factory. This would more than double the output of the factory and extend the season's run to about three months.

William B. Strong, vice-president of the Milwaukee Drug Co., Milwaukee, wholesale druggists, has been elected a director of the Marine National Exchange Bank, a consolidation of the Marine National Bank and the National Exchange Bank of Milwaukee.

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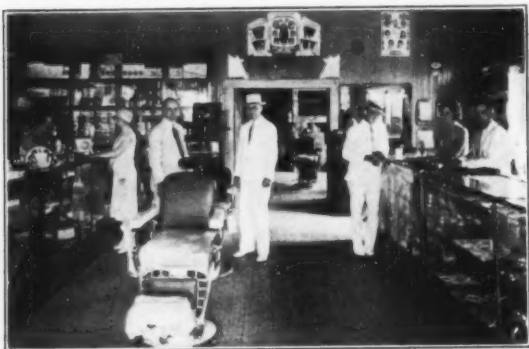
Miss Margaret Jabsen is the new toilet goods buyer at Bahns, Racine department store. Miss Jabsen has had special training for her work in the Elizabeth Arden beauty salon in New York and has been engaged in the work for the past ten years.

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Bertrand Laboratories, Inc., is a new Wisconsin corporation with headquarters in Milwaukee, formed for the purpose of dealing in all kinds of essential oils. The company has been authorized to issue 250 shares of common stock at \$100 each. Signers of the articles are J. Bertrand, A. Pett, and T. Millane.

New Orleans Trade Notes

RETAIL sales room of the branch of the Royal Perfume Company, manufacturers and retailers of New Orleans, has just been opened in Alexandria, La. It is shown in the accompanying photograph. The branch



NEW BRANCH OF ROYAL PERFUME CO.

has just been moved to 712 Monroe street from 113 DeSoto street, and including storage space is now larger than the home store in New Orleans. The Royal Perfume Company manufactures and distributes about thirty odors, of which the most famous is "La Magnolia," a distinctive New Orleans creation. The third figure from the left is J. Broussard, president and manager of the company. George Slocum, manager in Alexandria, is at the extreme right. To the right of Mr. Broussard is Curtis Bordelon, proprietor of Alexandria's largest barber shop.

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Sales are exceptionally good for LaValliere brilliantine, and production on this important item will be considerably increased if the advance keeps up, according to C. B. Dicks, president of the LaValliere Company, New Orleans, manufacturers of more than forty odors in a complete perfume and cosmetic line. Mr. Dicks said that business has grown during the past month throughout the whole Southern trading area of his company, and that there is a very appreciable increase over last year.

E. B. Briggs, vice-president and general manager of I. L. Lyons & Co., Ltd., of New Orleans, wholesale druggists and manufacturers of "Lyons Supreme" powder, recently left his desk for a two weeks' vacation in North Carolina.

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A large new drug store has been added to the seven units of Katz & Besthoff, Ltd., prominent New Orleans drug chain organization.

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C. A. Iorns, vice-president of the Meyer Brothers Drug Company, Inc., and manager of the New Orleans division of the company, has just returned from a three weeks' stay at Touro Infirmary necessitated by an infected foot. The Meyer Brothers company are makers of the "Imperial Crown" line of perfume and cosmetics.

Circulars, Price Lists, Etc.

THE AMERICAN MANUFACTURERS OF TOILET ARTICLES has just issued *Supplement No. 9*, to its *Trade Marks for Perfumes, Toilet Articles and Soaps*. This supplement contains all trade marks registered in the U. S. Patent Office for toilet articles, perfumes and soaps between January 1, 1930 and July 1, 1930 and all unregistered trade marks submitted to the association during that period. It contains 42 pages and is prepared in the same style as former numbers of the series.

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SCOVILL MANUFACTURING Co., Waterbury, Conn., has sent us the August issue of the *Scovill Standard*. Among the numerous interesting and instructive articles is one giving the history of the "Scovill Gold Puff Box" a container designed in 1894 by George T. Power, now New York district manager for the the company, as a container for the then famous "Pozzoni's Complexion Powder."

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THE FOOD COMMISSIONER OF THE STATE OF NORTH DAKOTA has issued his annual food survey for 1929. Among other things, it covers analyses of a large number of lemon and vanilla flavoring extracts. It is gratifying that virtually all of these products were well above the standards of quality and purity laid down by the state.

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GEORGE LUEDERS & Co., New York, has sent us its July-August price list of essential oils, floral products, and synthetics, covering a wide range of products for the perfume, toilet goods and flavoring extract industries. Descriptive matter regarding some of the company's specialties has been included. Copies of this interesting price list may be had upon application to the company at 427 Washington street, New York.

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GENERAL PLASTICS, INC., have just issued the second number of their interesting booklet *Closure News*. A few of the many uses particularly in the cosmetic and pharmaceutical fields are described showing photographs of the different companies' products for which Durez has been chosen. Particular attention is called to the use that may be made of Durez in connection with the much talked of "Ten Cent Package."

In Memoriam for Departed Friends

BEISER, EDWARD T., president of Edward T. Beiser Co., Riverside, Conn., August, 1926.

BISCHOFF, MICHAEL, pioneer soap manufacturer, Zanesville, Ohio, August, 1919.

BURNETT, HARRY, treasurer of Joseph Burnett Co., Boston, August, 1927.

CONOVER, CHARLES W., chemist, The Andrew Jergens Co., Cincinnati, August, 1928.

EAVENSON, FRANCIS V., of J. Eavenson & Sons, Inc., Camden, N. J., August, 1927.

FRITZSCHE, HERMAN T., of Fritzsche Brothers, Inc., New York, August, 1906.

HOTCHKISS, CALVIN, president of H. G. Hotchkiss Essential Oil Co., Lyons, N. Y., August, 1925.

ISERMANN, MRS. FANNIE, mother of Samuel and Max Isermann, New York, August, 1920.

JOHNSON, CALEB E., president Palmolive Co., Milwaukee and Chicago, at Easthampton, L. I., August, 1924.

LYONS, LUCIEN E., vice-president, I. L. Lyons & Co., New Orleans, August, 1929.

OLDS, EDWARD ALLEN, president of Packer Manufacturing Co., New York City, August, 1926.

O'SHAUGHNESSY, PETER, the Rossville Co., Laurenceville, Ind., August, 1926.

PEET, JESSE, soap manufacturer, one of the founders of Peet Bros., Kansas City, Mo., August, 1917.

ROSS, FRANK A., long treasurer Flavoring Extract Manufacturers' Association, Melrose, Mass., August, 1922.

SCHLIENGER, HUBERT, Bertrand Frères, Grasse, France, August, 1910.

SCHRANCK, HENRY C., president, H. C. Schranck Co., Milwaukee, August, 1927.

SCOTT, WILLIAM, president of the Kiefer-Stewart Drug Co., Indianapolis, Ind., August, 1922.

TUNISON, BURNELL R., vice-president, American Solvents & Chemical Corp., New York, August, 1929.

UNGERER, WILLIAM PHILIP, founder of Ungerer & Co., New York, August, 1907.

John Edward Monk

John Edward Monk, Washington representative of this journal, and a nationally known writer on political subjects, died at Garfield Hospital in Washington, July 20, at the age of 55. Mr. Monk was born in Cohoes, N. Y., but went to Washington as a boy and has been engaged in newspaper work there since 1895. He was connected at various times with some of the most important newspapers in the country and at the time of his death was connected with the *New York Times*, covering the activities of the Senate and the Supreme Court.

During his career as a political reporter he covered many of the national conventions of the two political parties and was personally acquainted with many of the leaders in our national life. He accompanied President Roosevelt on many of his trips. He was a member of the Gridiron Club to which he was elected in 1912 and a charter member of the National Press Club of Washington. He leaves a widow and three children, George, Margaret and John E. Monk, Jr.

New Incorporations

NOTE:—Addresses are given, so far as they are available, of the incorporators. Otherwise, letters or other first class mail may be sent in care of attorneys or trust companies, endorsed with requests to "PLEASE FORWARD."

American Extract Securities Co., New York City, a Delaware Corporation, extracts, 1,000 shares of common stock. U. S. Corp.

Bersimo, Borough of Manhattan, N. Y., cosmetics, \$10,000. Sheridan, Tekulsky & Pecora, 285 Madison ave., New York City.

La Rose Specialty Shop, Lynbrook, N. Y., cosmetics, \$10,000. Albany Service Co., 299 Broadway, New York City.

Distributors of R. Louis, Borough of Manhattan, N. Y., cosmetics, 1,000 shares of common stock. S. V. Ryan, Albany, N. Y.

R. Louis, Borough of Manhattan, N. Y., beauty parlor, 500 shares of common stock. Reynolds, Richards & McCutcheon, 68 William St., New York, N. Y.

Twinshade, Borough of Brooklyn, N. Y., cosmetics, \$10,000. F. M. Clute, 25 West 43d street, Manhattan, N. Y.

Le Jardin Products, Borough of Brooklyn, N. Y., toilet articles, \$10,000. H. S. Birdney, 8 West 40th street, New York, N. Y.

Viville (Paris), Borough of Manhattan, N. Y., toilet articles, \$10,000. Barry, Wainwright, Thacher & Symmers, Manhattan, N. Y.

Bay Ridge Perfumer Co., Borough of Manhattan, N. Y., \$10,000. M. E. Baron, 1457 Broadway, N. Y.

Famous Ultrapex System of Beauty Culture, Borough of Manhattan, N. Y., beauty parlor, 100 shares of common stock. M. Stotra, 277 Broadway, N. Y.

Lenore, Borough of Manhattan, N. Y., toilet articles, 100 shares of common stock. Bries & Schrenk, 50 Church street, New York, N. Y.

R. B. Selmer, Borough of Manhattan, N. Y., toilet articles, 30,500 shares of common stock. Winthrop, Sherman, Putnam & Roberts, 32 Liberty street, New York, N. Y.

Justin Sundries Corp., Borough of Manhattan, N. Y., toilet articles, \$5,000. Albany Service Co., 299 Broadway, New York, N. Y.

Aime Co., Borough of Brooklyn, N. Y., cosmetics, \$10,000. N. K. I. Shapiro, 51 Chambers street, Manhattan, N. Y.

Gibbs and Company, 21 S. Wabash ave., Chicago, deal in beauty preparations of all kinds, \$300,000 preferred stock and 100,000 shares no par value common. Incorporators: Harry Gibbs, Frank Gibbs and L. A. Gibbs. Correspondent: Kirklan, Fleming, Green and Martin, 33 N. La Salle street, Chicago.

Gordan Corporation, Ltd., Nevada, Calif., manufacture of soaps and other products. H. C. Kelsey of Oakland will be in charge of the company's California headquarters.

L. J. S. Cosmetics, Borough of Manhattan, N. Y., \$10,000 preferred stock, 100 shares common. M. L. Levine, 165 Broadway, New York, N. Y.

Parfums Astrologiques Cie, Borough of Manhattan,

N. Y., cosmetics, 3,000 shares common stock. N. C. Mendes, 42 Broadway, New York, N. Y.

Velvetta Soap Co., Borough of Brooklyn, N. Y., \$20,000. J. Coloway, 16 Court street, Brooklyn, N. Y.

Business Record

Jerome Drug Co., Inc., 5117 Fifth ave., Brooklyn, N. Y., retail drug store. Judge Campbell has appointed George D. Friou, 189 Montague street, Brooklyn, receiver in bond of \$1,000. By Reid Ice Cream Corp. for \$415; Helena Rubinstein, Inc., \$13, and Houbigant, Inc., \$156.

Jacob S. Kahn, Haverstraw, N. Y., druggist, no schedules filed.

Charles Titone, 460 Decatur street, Brooklyn, N. Y., pharmacist. Liabilities, \$3,646; assets, \$2,825.

E. J. O'Daniel, 1524 East 64th street, Chicago. Liabilities, \$46,075; assets, \$2,306.

Elman's Pharmacy, 205 Parkside avenue, Brooklyn, N. Y., retail drug store, has made an assignment to Frank Stern, 6 West 190th street, Manhattan, N. Y.

Marcel Guerlain, Inc., 565 Fifth avenue, New York, perfumes, by Central Banknote Co. for \$795; C. H. Forsman & Co., for \$196; Silent Watchman Corp., for \$273.

Aaron Barber, 712 8th avenue, New York, conducting the Hotel Lincoln Pharmacy has assigned to Abraham Strass, 3050 Decatur avenue, Brooklyn, N. Y.

S. B. Katz, 3435 Milwaukee avenue, Chicago, druggist. Voluntary bankruptcy; no schedules filed.

David L. Kaplan, 3625 West 26th street, Chicago, involuntary; petitioning creditors, Lite Soap Company, Armour & Co., Biederman Brothers.

Louis Wasself, 225 West 34th street, New York, drug store, has assigned to Louis Glaser, 1482 Broadway, New York.

Citrus Oil Foreign Trade First Five Months

Imports of both lemon and orange oil into the United States for the first five months of 1929 and 1930 are shown in the following table:

	Pounds	1929 Value	Average
Lemon oil (four months).....	182,600	\$600,531	\$3.20
Lemon oil (May).....	46,585	164,562	3.50
Lemon oil (five months).....	229,185	765,093	3.35
	Pounds	1930 Value	Average
Lemon oil (four months).....	331,570	\$357,514	\$1.08
Lemon oil (May).....	95,655	71,356	.75
Lemon oil (five months).....	427,225	428,870	1.00
	Pounds	1929 Value	Average
Orange oil (four months).....	97,415	\$467,537	\$4.80
Orange oil (May).....	16,940	83,912	4.95
Orange oil (five months).....	114,355	551,449	4.83
	Pounds	1930 Value	Average
Orange oil (four months).....	93,873	\$210,608	\$2.24
Orange oil (May).....	7,847	17,734	2.26
Orange oil (five months).....	101,720	228,342	2.25

It is observed that the quantity of lemon oil imported is 85 per cent greater than during 1929 and the declared import value per pound during 1930 has averaged only \$1 against \$3.35 per pound for the first five months of 1929. Orange oil imports are only 10 per cent less; however, the value per import pound is less than half.

Exports of domestic orange oil during May, 1930, amounted to 1,662 pounds, valued at \$5,918, or a declared export value of \$3.54 per pound. This doubled April exports, which amounted to 786 pounds and brought the total for the first five months up to 13,474 pounds, valued at \$27,756, against 33,422 pounds, valued at \$124,722, for a similar period in 1929.

New Equipment and Installations

Under this heading appear descriptions of new equipment and the installation of machinery by our advertisers. The claims made and the descriptive matter are supplied by them and are not to be considered as an endorsement.

ALSOP ENGINEERING CO., New York City, is placing on the market a new beverage syrup filter. This new filter, according to the company's announcement, is suitable for filtering syrups at the rate of five or more gallons per minute. Other features, as described by the manufacturer are as follows:

"The filter is designed to deliver a crystal clear product, free from specks and dirt. It has a direct drive from a motor with fully enclosed gears.



"The standard model is made with brass and bronze, nickel-plated; and for special work it may be fully tinned. The machine is portable and is made in three sizes to deliver five, twelve and eighteen gallons per minute, and is especially suitable for flavoring

syrups of all kinds. It is also useful in manufacturing hair tonics, lotions, perfumes, etc., and is adapted for instant use with any size or shape container."

Market for Cosmetics in Rumania

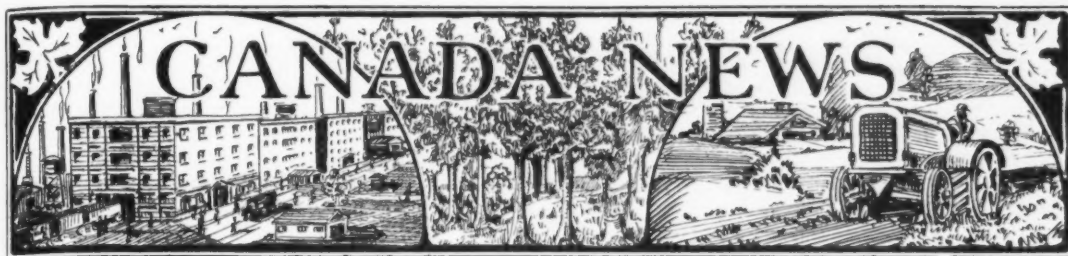
Although no less than 80 per cent of Rumania's population of some 17,000,000 are peasants of very simple habits and frugal tastes, and, consequently, the consumption of more expensive products is restricted to the urban population of some 3,500,000, Rumania offers a fair market for general cosmetics.

Rumanian women, noted in eastern Europe for their beauty, are extensive users of cosmetics and the demand for such has been steadily increasing, especially in recent years. Cosmetics are used among the men in the urban centers to a more general extent than is customary in other countries.

Leading dealers estimate the total annual consumption of cosmetics in Rumania between \$5,000,000 to \$6,000,000. According to United States export statistics, shipments to Rumania for the past three years have been valued at \$4,600, \$10,000 and \$11,200, respectively.—(Consul J. Rives Childs, Bucharest).

Gratitude Akin to Joy

In genuine joy, that exhilarating element that is like sunshine to the mind, in that exultation of spirit, that lightsome, buoyant sense that some call happiness, there mingles always a deep sense of gratitude.—*The Silent Partner.*



Montreal

RISK as the perfumery and allied businesses have been for some considerable time, there are many who are wondering whether they are going to become still busier in the near future—or the reverse.

A change of government has been made by the people of Canada since the last issue of THE AMERICAN PERFUMER. And the party elected to power undertook first and foremost to do away with the wave of unemployment that has been sweeping over Canada this year. Despite the official figures showing certain percentages of unemployed in the city of Montreal and other big cities of the Dominion there has never seemed to be money lacking for cosmetics and perfumes, as the experience of the trade in and around Montreal has shown. If all the slack in employment is taken up soon, undoubtedly that should mean more money still for these things and consequently busier times for the perfumer.

Perhaps even a greater hope of growing prosperity for this industry lies in the country trade, if the proposal of the party now in power to give protected markets to the farmers of Canada produces the results that its sponsors anticipate.

The "hick" farmer is a thing of the past. The dairy farmer, market gardener or fruit grower today learns his job at the university, and learns along with it to shave every morning, and to use lotions, powder and hair oil and all the toilet requisites of his city friends. His wife and daughters are college women and smoke smuggled "Luckies." Give them prosperity and plenty of money and the winter country trade will no doubt become a bigger factor in this province.

Whether the new government will do it, is a matter which the members of the trade have not stopped arguing about yet, although there is nothing to do about it now but wait and see.

Between the election, the arrival of the R 100 and the summer rush of business everyone seems a little on edge this month, and it's hard to settle down and talk business. Many executives are looking forward to getting away for a brief vacation shortly.

W. G. M. Shepherd with his wife and family are at Kennebunkport, Maine, for the summer.

W. L. Alexander, formerly with the Frosst Co., but recently in the retail drug business on his own in Toronto, has rejoined Chas. E. Frosst & Co., Montreal, and will represent that company in Toronto. E. J. Enright has taken over Eastern Ontario for McGillivray Bros. in selling Yardley perfumes.

Toronto

THE semi-annual meeting of the Council of the Ontario College of Pharmacy was held at Toronto last month. The Board issued a statement, warning all drug apprentices on the sale of prohibited drugs.

* * * *

F. C. Oscar Shaw, director of British Drug Houses, Ltd., London, England, was a recent visitor to Toronto, where he closed a lease with the Toronto Terminal Warehouse Co. for space. This is the initial step in establishing a branch of the firm's business in Canada. The company manufactures pharmaceutical products and laboratory chemicals. The property taken over will be used as distributing headquarters, commencing on September 1.

* * * *

W. C. Kennedy, head of the Kennedy hair-dressing chain stores, died suddenly following a stroke, as he stepped from a train at Toronto while returning from a convention of Elks at Calgary. Mr. Kennedy was born in Regina and came east to Toronto eleven years ago. He started in business shortly thereafter and in that time had opened five stores in Toronto and two in Montreal.

* * * *

Fred. Darlington, recently appointed manager for Lymans at Toronto, was honored by Colborne Street United Church, Brantford, being presented with an illuminated address for his effective work in the cause of the church. His Sunday School class also presented him with a silver tea service.

* * * *

Perfumery and its manufacture was the subject of an address recently delivered before the Riverdale Kiwanis Club, Toronto, by J. R. Kennedy, manager of the toilet goods department of the United Drug Co., Ltd.

* * * *

The T. Eaton Co., Ltd., has opened a new store in Toronto which surpasses in beauty and size any of their others. The new beauty salon at this store will be run in addition to their old one and will use the Ogilvie treatments exclusively.

* * * *

Wm. H. Worden, president of the Drug Trading Co., Ltd., died at his home in Toronto recently after a long illness at the age of 67. He had been in Toronto for the past fifty years.

* * * *

G. F. Sterne & Son, Ltd., manufacturing chemists, Brantford, Ont., have taken out a permit to build an addition to their present plant.

The Canadian Pharmaceutical Association met in annual Convention at Halifax on August 4 to 7.

* * * *

Retail druggists in Saskatchewan have formed an association in cooperation with the Retail Merchants Association of Canada. R. H. McGillvary, Regina, is the first president.

* * * *

At the annual meeting of the Prince Edward Island Pharmaceutical Association W. J. Brown was elected president; H. L. Bethune, secretary-registrar; and E. A. Foster, treasurer.

* * * *

G. Hedley Forbes was reelected president of the New Brunswick Pharmaceutical Association at its recent annual meeting.

* * * *

Preparations are being made for the annual Canadian National Exhibition, which will open in Toronto on August 22.

* * * *

The Manitoba Pharmaceutical Association met in annual convention at Winnipeg last month.

New Australian Tariff Schedule Will Affect Toilet Preparation Imports

The outstanding event in the chemical trade during April was the announcement of a surcharge of 50 per cent on a number of toilet preparations, together with a reduction of importations during the year by 50 per cent of perfumes and bay rum, etc., together with a 50 per cent surcharge on these items.

As a result, the toilet preparations trade is expected to be considerably reduced; however, the better known lines of such preparations will not be immediately affected.—(Trade Commissioner S. R. Peabody, Melbourne).

Exports of American toilet preparations, including perfumes, fancy soap, and dentifrices, to Australia (one of the United States' best markets) during the past three years were valued at \$590,000, \$605,000 and \$561,000, respectively.

Canadians Increase Production of Medicinals and Toilet Preparations and Achieve Record

Medicinal, pharmaceutical, and toilet preparation production exclusive of soaps and washing compounds during 1929 was valued at \$21,700,000, a gain of nearly 7 per cent over the total for the preceding year, according to preliminary figures prepared in the Dominion Bureau of Statistics at Ottawa, and was the highest value recorded during the past five years.

The following table shows the value and other production details during the past five years:

Year	No. of Plants	Capital Employed	No. of Employees	Salaries and Wages
1925	151	18,279,302	2,770	3,411,676
1926	176	19,936,367	2,934	3,471,266
1927	184	20,666,329	3,135	3,785,724
1928	184	20,355,031	3,225	4,002,876
1929	179	21,698,090	3,263	4,358,968

Canadian Patents and Trade Marks

THE increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publications.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT
Perfumer Publishing Co., 432 Fourth Ave., New York.

PATENTS GRANTED

302,255.—Transparent or Opaque Toilet and Medicated Soap. Paul Villain, London, England.

302,513.—Soap Making Method. Bennett, Inc., East Cambridge, assignee of Oscar Frederick Neitzke, Cambridge, both in Massachusetts.

302,590.—Cosmetic Pencil Container. The Majestic Metal Specialties, Inc., New York, assignee of Nathan Kasdan, Bronx, and Richard Landwehr, Woodside, all in New York, U. S. A.

TRADE MARKS REGISTERED

"Molle." Toilet Preparations. The Molle Co., a corporation of the City of Cleveland, Ohio.

"Leopills." Cosmetics. Heinsius v. Mayenburg, Kommanditgesellschaft, Koenigsbrueckerstr 12, Dresden, N. Germany.

"Ra-si-co." Toilet Preparations. Louis Raciot, Verdun, Quebec.

"Yeastine." Toilet Preparations. Arthur C. Lyons, Brantford, Ont.

"Hy Pure." Toilet Goods. Charles R. Wasson, Saint-John, New Brunswick.

"Yeast." Extracts. Arthur C. Lyons, Brantford, Ont.

"Shine-Olene Hair-Dress." Hair Dressing Salve, Isaac Kaufman, Toronto, Ont.

Upright rectangle with the word "Thetis," and the words: Products. "Detroit" in the lower right hand corner; in the upper quarter of the triangle is a head and bust in Greek costume holding a pen and scroll. Toilet Preparations. Thetis Products Co., Inc., Detroit, Mich.

"Sunco." Soaps. The Levi's, Toronto, Ont.

Combination of an anchor with two "C's" with a third "C." Closure Caps. Anchor Cap & Closure Corporation of Canada, Limited, Toronto, Ont.

British Bathing Belles Try Tinted Toes

(Special Correspondence)

The latest cosmetic fashion in England is to paint the toenails in various brilliant shades for sun bathing or beach parades. At many popular seaside resorts girls are to be seen strolling along the beaches with toenails that glitter with pink, mauve, silver, and green nail polishes to match their costumes, or the shade used on their fingernails. Some of the girls complete the tinting operation by placing a slender bracelet around their ankles.

Year	Cost of Materials at Works	Selling Value of Products at Works	Value Added by Manufacturing
1925	5,942,361	17,307,977	11,365,616
1926	6,956,098	19,607,985	12,651,887
1927	7,259,718	20,714,544	13,454,826
1928	7,202,018	21,842,042	14,640,024
1929	7,541,814	21,884,020	14,342,206

Patent and Trade Mark Department

Conducted by Howard S. Neiman

THIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four coordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D." International trade marks granted registration are designated by letter "G."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT
Perfumer Publishing Co., 432 Fourth Avenue
New York City

Note—Dates given in Trade Mark Registrations are those from which use of the mark is claimed.

Trade Mark Registrations Applied For (Act of Feb. 20, 1905)

These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.

249,442.—Ritz Laboratories, Inc., Dayton, Ohio. (Oct. 1, 1925.)—Cleanser and Detergent Materials Comprising Laundry Soap, Hand Soap.

274,793.—Frank E. Payne, Boston, Mass. (Jan. 1, 1924.)—Sachet.

277,388.—Société Anonyme des Etablissements Roure Bertrand Fils and Justin Dupont, Grasse, France. (July 23, 1906.)—Natural and Synthetic Organic Chemical Compounds suitable for use in the production of Flavoring Extracts for food purposes.

283,410.—The Milson Company, Cincinnati, Ohio. (1921.)—Shaving Creams, Shaving Soaps, Polishing materials, Soap in powder paste and liquid form for cleaning hands.

283,833.—Wolo, Ltd., Zurich, Switzerland. (January, 1929.)—Products for the preparation of White-Pine Needle Baths.

284,067.—Maison Dorin, Inc., New York, N. Y. (1885.)—Toilet Preparations.

284,740.—The Lustrite Corporation, Brooklyn, N. Y. (May 15, 1929.)—Cosmetics in Liquid Powder or other form and like preparations to be applied to the skin to give the effect of sun tan thereon.

286,166.—Francene Incorporated, New York, N. Y. (June, 1929.)—Cosmetics—namely Skin Lotion and Skin Powder.

286,631.—Floriant, Inc., Detroit, Mich. (Nov. 7, 1928.)—Face Powder, for Dressing the Hair, Styptics, and a Lotion for Use after Shaving.

287,463.—287,464.—Francene, Inc., New York, N. Y. (Aug. 1, 1928.)—Toilet Preparations.

288,437.—J. D. Riedel-E de Haen Aktiengesellschaft, Berlin-Britz, Germany. (1924.)—Perfumeries.

291,718.—Archie R. Everson, Newark, N. J. (Aug. 1, 1929.)—Toilet Preparations.

293,167.—George A. M. Webster, doing business as

Dr. Webster's Laboratories, Chicago, Ill. (Jan. 15, 1929.)—Hair Preparation and Straightener.

294,276.—Edward L. Rivet, Chicago, Ill. (Mar. 19, 1929.)—Perfume Dispenser for Wear as an Article of Adornment.

295,277.—Frederic Rohner, New York, N. Y. (Oct. 30, 1929.)—Lemon and Orange Oil—for Food-Flavoring Purposes.

295,283.—Thiophene Products Co., Chicago, Ill. (Jan. 23, 1930.)—Dental preparation containing as an active ingredient a Sulphonated Hydrocarbon Sulphur Compound.

296,600.—Manila B. Jackson, Milwaukee, Wisc. (June 10, 1926.)—Vanishing cream, Cleansing cream, Face powder, Astringent lotions, Lemon lotions, Almond lotions, and Toilet waters.

296,987.—Harry Edward Speer, doing business as Speer's Prescription Pharmacy & Drug Store, Cleveland, Ohio (Jan. 1, 1924.)—Hand Lotion.

297,091.—William McCullough, Canton, O. (Feb. 15, 1928.)—Hand Lotion.

297,373.—Lentheric, Inc., New York, N. Y. (Mar. 6, 1930.)—Face Powder.

298,106.—W. F. Knott & Son, Winston-Salem, N. C. (Jan. 1, 1930.)—Hair Tonic.

298,223.—American Druggists Syndicate, Inc., New York and Long Island City, N. Y. (Jan. 9, 1930.)—Tooth Preparations.

298,556.—Isabel R. Whelan, Inc., East Orange, N. J. (March, 1929.)—Rouge.

298,668.—The Selig Company, Atlanta, Ga. (Jan. 1, 1930.)—For Deodorant and Moth Repellent.

298,988.—Golden Eagle Soap Co., San Francisco, Calif. (Jan. 3, 1930.)—Soap.

299,228.—Pro-Products Co., New York, N. Y. (Dec. 27, 1929.)—Shaving Cream.

299,270.—Adolf D. Lindemann, New York, N. Y. (Jan. 1, 1929.)—Face Powder, Rouge, Lip Stick, Talcum powder, Cold Cream and Brilliantine.

299,378 and 299,379.—Joseph Domko, doing business as Joseph Domko & Co., Chicago, Ill. (April 22, 1926 and June 22, 1928 respectively.)—Food-Flavoring Extracts.

299,396.—Laufer Chemical Co., Milwaukee, Wisc. (June 20, 1929.)—Detergent washing powder and crystals with incidental water-softening properties.

299,430.—Henry H. Collins, doing business as Dentipurge Products Co., Los Angeles, Calif. (April 12, 1930.)—Dental Paste.

299,448.—The Kurlash Co., Inc., Rochester, N. Y. (Oct., 1929.)—Mascara-Filled Eyelash and Eyebrow compacts.

299,470.—Ste Parisienne de Produits de Beaute et de Parfumerie, Paris, France. (1898.)—Toilet Preparations.

299,532.—United Chemical Company, Inc., Kansas City, Mo. (April, 1922.)—Alcoholic Massage Lotion.

299,567.—General Cosmetics Corporation, New York, N. Y. (April 1, 1930.)—Toilet Preparations.

299,596.—Burt Richardson, doing business as Richardson, Glendale, Calif. (Jan. 15, 1929.)—Washing Powder.

299,623.—Richter Bottling Co., Fresno, Calif. (Nov., 1929.)—Extracts.

299,626.—Sené, Inc., New York, N. Y. (June, 1913.)—Empty base metal, paper, fiber, and cellulose vanity cases, compacts, and wrist compacts.

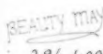
299,627.—Sené, Inc., New York, N. Y. (June, 1913.)—Cosmetics and Toilet Preparations.

299,628.—Ralph F. Senese, Brooklyn, N. Y. (June, 1913.)—Cosmetics and Toilet Preparations.

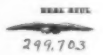
TRADE MARKS

RITZ
249,442

277,388

FRANCENE
287,463

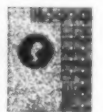
296,600

SPEERS
296,987**PROBAK**
297,228**REGAL RUB**
299,532**CONGRATULATIONS**
299,567

299,703

BONSHEEN
299,751**UNE IDÉE DE MOLYNEUX**
299,977

300,545



300,909

Petal Clear
301,205**THE ADELINE****HAIR GROWER**
301,514**Sublime**
301,478

274,793



293,167

FRAGRANETTE
294,276**LENTHERIC BEIGE**
297,373**POMKOS PRIDE**
299,378**LÉLU**
299,470**FRANCO**
299,844**ES-KU**
295,277**LELIA MAE**
300,044**RED TOP**
300,693**OTLINE**
300,744**ZOLVO**
300,940**AMERICAN BEAUTY**
301,200**Aimeray**
301,396**HALOCIDE**
301,466**BIG NICKEL**
302,591**HEALTH-O**
283,410**Wido-Swiss Pine Bath**
283,833**THIODENT**
295,283**VEJA**for the hands
297,091**School Girl**
299,270**Eagle Rock**
299,379**EVERSTAY**
299,628**SOFOIL**
299,869**MICK-MACK**
299,691**LUREON**
300,848**Realism**
301,428
301,429**WENO**
301,106**IMPROVED ITALIAN CLEANSER**
301,244**LUREX**
301,784**Powderless**
302,548**Poetic Dream**
301,472**Lochinvar**
301,470

288,437

TAN-TAN
284,740**ADSODENT**
298,223**SELIG'S ROSODON**
298,668**PINE**
299,396**SUDS**
298,988**JERICO**
299,623**DENTIPURGE**
299,430**MORNING GLORY**
300,057**CHIBERTA**
301,176**JOSE MINERAL**
301,269**Manfashion**
301,474**Resplendent**
301,476**CIG-VANETTE**
301,493**STILL ON HAIR GROW**
301,945**LEGION D'HONNEUR**
302,574

286,631

de Vay
291,718**DORIN**
284,067**NO NINE**
299,994**Dobbs**
299,902**JANUS**
300,573**MH 31**
301,135**THAX**
300,618**S&D**
300,888**MYER'S**
302,547**AMIDENT**
302,558**LIGHTEX**
301,855**BIG STICK**
302,404**DENTAJOY**
302,502

287,464

un soir de ma vie
301,083**Life Guard Tint**
300,060**Fore**
301,543**LATHERJOY**
302,102**WAVY**
301,039**batnex**
301,513**DD.D**
301,573**Spaz**
301,059**PARIS GIRL**
301,282**THYLOX SULPHUR SOAP**
301,113**LU-MOS**
301,374**CALPHOS**
301,741**DENTI-CALPHOS**
301,742**ORALO**
302,074**LANI FOAM**
302,179**Lotus Lul**
301,334**SEA PINE**
301,484**Kaloderma**
302,250**NIF-TEE**
301,616**TARKO**
301,618

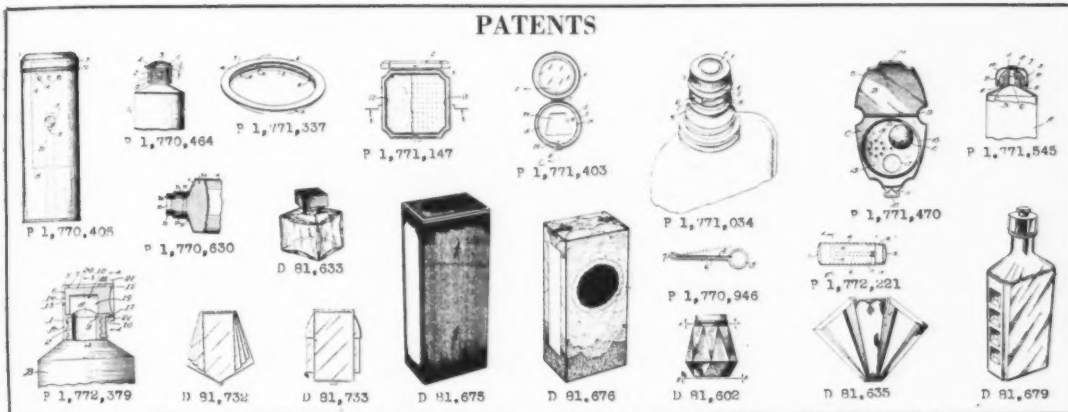
299,691.—Durham Bros. & Co., Inc., doing business as Mick-or-Mack Cash Talks Stores, Roanoke, Va. (Feb. 5, 1926.)—Flavoring Extracts.

299,703.—Golden Eagle Soap Co., San Francisco, Calif. (April 1, 1929.)—Soap.

299,844.—Louis Goldfinger, doing business as Bedford Products Co., Brooklyn, N. Y. (May, 1928.)—Cleansing and Scouring powder.

299,869.—Sof-Oil Laboratories, Inc., Chicago, Ill. (Sept. 18, 1929.)—Scalp and Hair Tonic.

PATENTS



299,902.—Dobbs & Co., New York, N. Y. (July, 1908).—Toilet Waters, Perfumes, Lip Sticks, Powder compacts, Rouges, Sachets.

299,951.—Briar Products Co., Inc., Chicago, Ill. (April 1, 1929).—Hairdressing.

299,977.—Les Parfums de Molyneux, Inc., New York, N. Y. (April 23, 1930).—Toilet Preparations.

299,994.—The Reich-Ash Corporation, New York, N. Y. (Feb. 6, 1930).—Empty Base-Metal Vanity Cases and Face Powder boxes.

300,044.—L. M. Bock, Portland, Oregon. (Feb. 1, 1930).—Hair Shampoo.

300,057.—Emory Folmar, doing business as Marshall Laboratories, Troy, Ala. (April 7, 1930).—Liquid Shaving Soap.

300,060.—Herbert Greenwald, doing business as Solar Laboratories, Ocean City, N. J. (July 7, 1929).—Powder to be mixed with water and applied to a person's skin or applied in a dry form to the skin after the latter has been moistened with water and used as a treatment prior to exposure to the sun's rays to control sunburn.

300,299.—The Sydney Ross Co., Newark, N. J. (1917).—Soap.

300,545.—Sinder's Cut Rate Stores, Inc., Jersey City, N. J. (Dec. 19, 1929).—Lip Stick, Rouge, Face Powder, and Skin Cream.

300,573.—The Janus Sales Corporation, Chicago, Ill. (Jan., 1925).—Toilet Preparations.

300,618.—H. B. Denton & Co., Mt. Carmel, Ill. (April 1, 1930).—Skin Lotion.

300,693.—Topp Oil & Supply Co., Milwaukee, Wisc. (June 10, 1927).—Lemon Hand Soap.

300,744.—Othine Laboratories, Inc., Buffalo, N. Y. (Mar. 26, 1924).—Toilet Soap.

300,848.—The Frederick H. Young Company, Toledo, Ohio. (Oct. 25, 1929).—Toilet Creams, Face Powder, Talcum Powder and Perfume.

300,888.—Sharp & Dohme Laboratories, Baltimore, Md. (April 2, 1930).—Tooth Paste.

300,901.—Charles A. Woodruff, doing business as Woodruff's Chemicals, Detroit, Mich. (June 1, 1928).—Mouth Washes.

300,909 and 300,910.—The Armand Company, Des Moines, Iowa. (Mar. 1, 1930).—Cleansing Cream, Cold Cream, and Toilet Powder and Cleansing Cream and Cold Cream respectively.

300,940.—William L. Glazier, Jr., doing business as Zolvo Products Co., Cincinnati, Ohio. (Feb. 20, 1930).—Soap powders, Soap and a cleansing compound having incidental water-softening properties.

300,961.—S. B. Penick & Company, New York, N. Y. (April 14, 1930).—Insecticide, Deodorant, Disinfectant, and Perfume.

301,005.—The Armand Company, Des Moines, Iowa. (Mar. 1, 1930).—Toilet Powder.

301,034.—Illinois Cosmetics Co., Chicago, Ill. (Jan. 1, 1928).—Hair-Waving Preparations.

301,059.—Dr. Pierre Chemical Co., Chicago, Ill. (Jan. 1, 1926).—Reducing Bath Salts.

301,083.—Ybry, Inc., New York, N. Y. (October, 1929).—Toilet Preparations.

301,106.—Otis Hewes, doing business as Weno Mfg. Co., Hoquiam, Wash. (Mar. 1, 1930).—Preparation for the Relief of Excessive Perspiration and Offensive Smelling Feet.

301,113.—The Koppers Company, Pittsburgh, Pa. (May 1, 1929).—Soap.

301,135.—United Drug Co., Boston, Mass. (Jan. 17, 1930).—Shaving Cream.

301,176.—Houbigant, Inc., New York, N. Y. (May 16, 1930).—Toilet Preparations.

301,200.—R. Odell & Sons Company, Newark, N. J. (Nov. 12, 1927).—Soap in liquid, stick, cream, powder, or paste form.

301,205.—Henry R. Peters, doing business as Peters Remedy Company, Minneapolis, Minn. (May 19, 1930).—Skin Lotion.

301,244.—Vincenzo F. Celli, doing business as Italian Cleanser Co., Detroit, Mich. (Feb. 14, 1930).—Bleaching Fluid.

301,269.—Edward Jost, doing business as Jost Detergent Co., Sayville, N. Y. (May 1, 1930).—Soap, soap powders, and soap having water-softening products.

301,282.—Morton G. Neuman, doing business as Valmor Perfumer, Chicago, Ill. (April 1, 1930).—Toilet Preparations.

301,328.—Aladdin Laboratories, Inc., Minneapolis, Minn. (Feb. 11, 1930).—Shampoo.

301,334 and 301,335.—Blanche Cervelli, San Francisco, Calif. (Jan. 1, 1930).—Liquid Massage, and Hair Rinse respectively.

301,374.—Edwin Wahl, doing business as Lu-Mos Laboratories, Newark, N. J. (May 2, 1930).—Soap Powder.

301,396.—Amy Bommersheim, New York, N. Y. (June, 1925).—Toilet Preparations.

301,428 and 301,429.—General Flavors, Inc., New York, N. Y. (May 20, 1930).—Flavoring Extracts.

301,433.—Henri S. Gompes, New York, N. Y. (August, 1927).—Toilet Preparations.

301,466.—Laboratory Institute, Inc., Philadelphia, Pa. (Jan. 10, 1928).—Mouth Wash.

301,470, 301,472, 301,474, 301,476 and 301,478.—Lehigh Chemist, Inc., New York, N. Y. (May 22, 1930).—Toilet Preparations.

301,484.—James Bruce Martin, Toronto, Ontario, Can. (May, 1929).—Bath Salts.

301,493.—Mondaine Products Corp., New York, N. Y. (Aug. 10, 1929).—For combination Vanity and Cigarette Cases made of Metal and covered with leather, imitation leather, or other fabric.

- 301,514.—Adeline Ross, New York, N. Y. (Sept. 1, 1929.)—Hair Grower.
- 301,543.—Ar. Winarick, Inc., New York, N. Y. (May 1, 1930.)—Toilet Preparations.
- 301,583.—Leland B. Coffey, doing business as Roselle Laboratories, Kansas City, Mo. (May 10, 1930.)—Bath Salts.
- 301,593.—D. D. D. Corporation, Batavia, Ill. (1910.)—Toilet Soap.
- 301,616 and 301,618.—Hyman Goldberg, doing business as Premier Laboratories, New York, N. Y. (May 31, 1925.)—Hair Dressing Preparations, and Hair Preparation, recommended as a Hair Grower and Hair Gloss.
- 301,741 and 301,742.—Wilkes Martin Wilkes Company, Camden, N. J. (June 9, 1922 and April 19, 1922 respectively.)—Tricalcium Phosphate, particularly adapted for the manufacture of tooth pastes; and Dicalcium and Tricalcium phosphate, particularly adapted for the manufacture of tooth pastes.
- 301,745.—Abbott Laboratories, North Chicago, Ill. (Feb. 1, 1930.)—Mouth Wash, Spray, Gargle, and Local Application.
- 301,784.—Walter C. Beckwith, doing business as Lurex Laboratories, Akron, Ohio (May 27, 1930.)—Toilet Preparations for use as Deodorizers.
- 301,822.—Buffalo Rock Co., Birmingham, Ala. (July 6, 1906.)—Extracts.
- 301,855.—Crystal Chemical Company, Inc., New York, N. Y. (Feb. 2, 1930.)—Face Powders.
- 301,945.—Gillie King, Marked Tree, Ark. (May 1, 1929.)—Preparation for Growing Hair.
- 301,956.—Lentheric, Inc., New York, N. Y. (August, 1928.)—Toilet Preparations.
- 302,048.—Semon, Inc., New York, N. Y. (May 2, 1930.)—Finger Waving Lotion, Brilliantine, Oil for Hot Oil Shampoo, Castile-Soap Shampoo and Fungicine Shampoo.
- 302,076.—E. R. Squibb & Sons, New York, N. Y. (May 24, 1930.)—Mouth Washes.
- 302,102.—The William A. Webster Company, Memphis, Tenn. (May 21, 1930.)—Shaving Cream.
- 302,179.—John W. Darr, doing business as Darr & Schlauch, New York, N. Y. (May 23, 1930.)—Dentifrice.
- 302,250.—Karlsruher Parfumerie & Toilette-Seifen-Fabrik, F. Wolff & Sohn, Gesellschaft mit Beschränkter Haftung, Karlsruhe, Germany. (1895.)—Toilet Soap and Shaving soap in Solid, Cream, and Powder Form.
- 302,404.—Will G. Keck Estate, Mount Pleasant, Pa. (October, 1909.)—Extracts.
- 302,502.—The William A. Webster Company, Memphis, Tenn. (May 21, 1930.)—Tooth Paste.
- 302,547.—Myer Bottling Co., Inc., New York, N. Y. (May 15, 1930.)—Extracts.
- 302,548.—Mary G. Perry, Tarboro, N. C. (May 26, 1930.)—Hairdressing Preparation.
- 302,558.—United Drug Company, Inc., Philadelphia, Pa. (June 8, 1930.)—Mouth Wash and Dentifrice.
- 302,575 and 302,576.—Marie Earle, Inc., New York, N. Y. (May 26, 1930.)—Toilet Preparations.
- 302,591.—Charles Anderson Orange, Exmore, Va. (December, 1928.)—Extracts.

Trade Mark Registrations Granted (Act of March 19, 1920)

- These registrations are not subject to opposition*
- M273,033.—San Antonio Drug Co., San Antonio, Texas. (Serial No. 274,357. Sept. 1, 1928.) Glycerine, Henna Leaves, Lavender Flowers, Rose Leaves.
- M273,035.—Max Rader, doing business as Rader & Co., St. Louis, Mo. (Serial No. 263,425. Dec. 6, 1926.) Extracts.

Patents Granted

- 1,770,405. Sifter Can. John M. Hothersall, Brooklyn, N. Y., assignor to American Can Company, New York, N. Y., a Corporation of New Jersey. Filed May 16, 1927. Serial No. 191,705. 10 Claims. (Cl. 221—62.)

2. A curved can body having perforations there-through, and an arcuate slide fitting the curve of the can body and slidable inside of the body in the direction of the axis of the body and crosswise of the lines of curve of the body to close and uncover the perforations.

1,770,429. Scouring Soap Powder. Fred P. Reinle, Oakland, Calif., assignor to West Coast Soap Company, Oakland, Calif., a Corporation. Filed Sept. 19, 1927. Serial No. 220,634. 5 Claims. (Cl. 87—5.)

1. A cleaning composition in a powdered condition, formed by mixing the following ingredients: vegetable oil and caustic soda lye 38° Baumé in equivalent amounts; neutral soda, consisting of bicarbonate and carbonate of soda; and volcanic ash.

1,770,464. Receptacle Closure. William J. Donnelly and Edward Zimmer, Newark, N. J. Filed Jan. 2, 1929. Serial No. 329,790. 6 Claims. (Cl. 221—60.)

1. The combination with a substantially cylindrical outlet portion of a container having an axial outlet opening therethrough and an arcuately curved end surface surrounding said opening, of a closure member comprising a plate arcuately curved concentrically with said end surface of the outlet portion and having opposite resilient arms pivotally mounted on said outlet portion so that said plate can swing over said surface to open and close said outlet, one of said arms having a portion thereof transversely curved to yieldingly frictionally engage said outlet portion and hold said closure member in closed position.

1,770,630. Closure for Collapsible Tubes. Arthur E. Smith, Los Angeles, Calif. Filed Apr. 14, 1926. Serial No. 101,907. 3 Claims. (Cl. 221—60.)

1. A collapsible tube comprising a body having a neck, said neck being provided with a peripheral groove there.

1,770,946. Key for Collapsible Folding Tubes. Eben Louis Rostister, South Bend, Ind. Filed May 23, 1928. Serial No. 280,108. 4 Claims. (Cl. 221—60.)

1. A key for winding collapsible tubes comprising a pair of spaced registering jaws, a U-shaped flexible portion connecting said jaws at one end thereof, a handle carried by the free end of one of said jaws, means carried by the other jaw cooperating with said handle to lock said jaws in operative position, the key as a whole being fashioned from a single strip of metal.

1,771,034. Receptacle-Sealing Device. Edward H. Fabrice, Chicago, Ill., assignor to Guardian Safety Seal Company, Chicago, Ill., a Corporation of Illinois. Filed May 19, 1930. Serial No. 453,701. 3 Claims. (Cl. 215—43.)

1. A bottle and sealing cap assembly comprising a substantially single turn thread formation on the bottle neck spaced from and relatively close to the bottle mouth, an annular substantially cylindrical bead formation on said neck below and at the terminus of said thread formation, and presenting an annular shoulder at its lower end, and a substantially cylindrical seamless cap closed at its upper end and provided at said upper end and between its ends with annular stiffening and reinforcing formations and with a thread formation therebetween, the skirt portion of said cap equipped with an annular rip-strip terminating in a digitally engageable tongue and disposed immediately below the lower stiffening formation and overlying and substantially covering the annular cylindrical bead formation of the bottle neck, the lower end of said skirt portion equipped with an annular inwardly extending bead engaging the lower shoulder of said cylindrical bead formation, said cap constituting a unitary sheet metal structure composed of metal normally too weak to resist distortion of its thread formation under the influence of the stresses applied thereto to effect sealing and leaving said thread formation strengthened by said reinforcing and stiffening formations.

1,771,147. Vanity Case. Sidney Spender, Waterbury, Conn., assignor to Seovill Manufacturing Company, Waterbury, Conn., a Corporation of Connecticut.

Filed Oct. 9, 1928. Serial No. 311,275. 2 Claims. (Cl. 132-83.)

2. In a vanity box, the combination of a body and a cover, a toilet article in one of these members, a fitment in the member in the form of an inverted U, one leg of which engages the inner wall of the member to frictionally hold the fitment in place, a spring wire located in the groove formed by the U and extending partially around the fitment and having nibs or projections for engaging the toilet article and a spring catch in a part of the groove not occupied by the wire for holding the body and cover closed and concealed from view.

1,771,337. Compact-Holding Ring for Vanity Cases. William G. Kendall, Newark, N. J. Filed May 4, 1928. Serial No. 275,170. 4 Claims. (Cl. 132-83.)

4. A compact plate holding ring substantially L-shaped in cross-section, including an annular radiating flange and a tubular portion depending therefrom formed with an annular compact-receiving groove and a plurality of cuts for dividing the tubular portion into sections for increasing the resilient action of the tubular portions, said tubular portion being adapted to receive and yieldingly hold a compact plate with the entire periphery of the compact plate fitting in said groove.

1,771,403. Vanity Box for Carrying Loose Face Powder. Laurence P. Dickey, Mountain Lakes, N. J., assignor to August Goertz & Co., Inc., a Corporation of New Jersey. Filed Sept. 16, 1929. Serial No. 392,829. 5 Claims. (Cl. 132-83.)

1. In a vanity box, a powder holding compartment, a top plate to normally close said compartment, said top plate having an opening in its body, a pivoted closure element at the underside of said top-plate to close its opening, and spring means fixed on said top-plate to engage the closure element so as to yieldably retain the same in closed position.

1,771,470. Vanity Case. Frank E. Wakefield, Elgin, Ill., assignor to Illinois Watch Case Company, Elgin, Ill., a Corporation of Illinois. Filed Jan. 7, 1929. Serial No. 330,713. 1 Claim. (Cl. 132-83.)

In a vanity, the combination of a case across which is extended a platform having therein a circular depressed portion with three symmetrical openings two of which open into a loose powder compartment and the third into a cup containing a compact, and a circular plate mounted for rotation within the depressed portion of the platform, the plate having an opening adapted to uncover successively the three platform openings to afford access to the material therewithin, the several openings occupying such relative positions that the loose powder compartment may be completely shut off while the compact opening is occluded.

1,771,545. Closure Device. Thomas J. Melvin, Bradford, Pa. Filed Aug. 4, 1928. Serial No. 297,481. 1 Claim. (Cl. 221-60.)

A closure device consisting essentially of a body having a central aperture through the same and also having integral diametrically opposite radially projecting portions in which are radially disposed journal bearings and further having its exterior from said projecting portions to said aperture globular in form, a bail having adjacent its ends inwardly directed journals disposed in said journal bearings and also having an enlarged central portion and outwardly bowed portions at opposite sides of said central portion, separated by intervening spaces from the surface of the body and a compressible pad carried at the inner side of said enlarged portion and movable with the bail to and from a position over the central portion of the body to close the aperture therein.

1,771,707. Shaving Soap. George F. Doran, Worcester, Mass. Filed Dec. 29, 1925. Serial No. 78,233. 1 Claim. (Cl. 87-5.)

A shaving soap formed by mixing together the following ingredients, triple pressed stearin acid approximately 53.6 per cent, coconut oil approximately 17.8 per cent, sodium hydroxide approximately 14.3 per cent, potassium hydroxide approximately 14.3 per cent and borax approximately .5 per cent.

1,772,131. Plastic-Casein Composition. Joseph G. Davidson, Yonkers, N. Y., and Ernest W. Reid, Pittsburgh, Pa., assignors to Carbide & Carbon Chemicals Corporation, a Corporation of New York. Filed Jan. 3, 1928. Serial No. 244,369. 4 Claims. (Cl. 106-38.)

1. A plastic casein composition comprising casein and an ethanol-amine.

1,772,221. Lip-Stick or Like Container. Anson W. Miner, Waterbury, Conn., assignor to The Waterbury Brass Goods Corporation, Waterbury, Conn., a Corporation of Connecticut. Filed Oct. 1, 1927. Serial No. 223,404. 2 Claims. (Cl. 206-56.)

1. In a lip stick or like container, a thin resilient sheet metal casing open at one end having a longitudinally extending slot in its side wall opening through said open end and restricted adjacent said end, a cover enclosing said casing and in which the casing is slidable, raised nubs on the walls of the casing on opposite sides of the slot adjacent the open end of the casing and extending above the outer surface of the casing to frictionally engage the inner walls of the cover, said nubs being closely adjacent the restricted portion of the slot, and a cosmetic container slidable in the casing and having a projection on its side wall extending through said slot.

1,772,379. Paste-Tube Cap. Roy M. Witt, New York, N. Y. Filed May 6, 1929. Serial No. 360,699. 2 claims. (Cl. 221-60.)

1. A cap for a tube containing paste or the like, comprising a body having a transversely arranged chamber therein and outlet and inlet openings communicating with the chamber.

Designs Patented

81,602. Jar or Similar Container. Walter D. Teague, Forest Hill, N. Y., assignor to Turner Glass Corporation, Terre Haute, Ind., a Corporation of Indiana. Filed Jan. 27, 1930. Serial No. 34,311. Term of patent 14 years. The ornamental design for a jar of similar container as shown.

81,633. Bottle. Maggy Besancon De Wagner, Paris, France, assignor to Lenthier, Incorporated, New York, N. Y., a Corporation of New York. Filed Mar. 21, 1930. Serial No. 34,990. Term of patent 3½ years. The ornamental design for a bottle substantially as shown. 396 O. G.—50.

81,635. Cosmetic Box. Alfred J. Flauder, Bridgeport, Conn. Filed May 13, 1930. Serial No. 35,628. Term of patent 3½ years. The ornamental design for a cosmetic box substantially as shown.

81,675. Carton. Calvin R. Webber, New York, N. Y., assignor to The Packer Manufacturing Co., Inc., New York, N. Y., a Corporation of New York. Filed Apr. 25, 1930. Serial No. 35,931. Term of patent 14 years. The ornamental design for a carton, as shown and described.

81,676. Carton. Calvin R. Webber, New York, N. Y., assignor to The Packer Manufacturing Co., Inc., New York, N. Y., a Corporation of New York. Filed Apr. 25, 1930. Serial No. 35,392. Term of patent 14 years. The ornamental design for a carton, as shown and described.

81,679. Bottle. Calvin R. Webber, New York, N. Y., assignor to The Packer Manufacturing Co., Inc., New York, N. Y., a Corporation of New York. Filed Apr. 25, 1930. Serial No. 35,393. Term of patent 14 years. The ornamental design for a bottle, as shown and described.

81,732. Toilet-Accessories Container. Andrew Graham Shields, Attleboro, Mass. Filed May 28, 1930. Serial No. 35,821. Term of patent 3½ years. The ornamental design for a toilet accessories container as shown.

81,733. Toilet-Accessories Container. Andrew Graham Shields, Attleboro, Mass. Filed May 28, 1930. Serial No. 35,822. Term of patent 3½ years. The ornamental design for a toilet accessories container as shown.

Grasse Report for August

From Our Own Correspondent

OUR markets have not been as active as might have been the case and with stocks of most of the floral products adequate for any apparent demand at present, prices have shown little tendency to advance. At the same time, further declines in any of the important items would probably be disastrous since growers are even now barely compensated for their investment and labor and would probably turn to other more lucrative crops if they were unable to make a profit in flower growing.

Jasmin

Excitement is beginning to take possession of the minds of people and confusion prevails in the market on this flower. The Syndicate of Perfumers has fixed the price of free flowers, not subject to agreements, at 9.25 francs per kilo for flowers taken at the property and at 10 francs per kilo for goods delivered at the works, with cessation of the harvesting on September 15.

This price cannot as yet be considered as absolutely final, since the Cooperatives do not seem to have as yet placed the total amount of the crop of their adherents. On the other hand it is not known yet whether they will be agreeable to the cessation of the gathering on September 15.

At this time therefore there are 4 classes of producers, to wit:

- 1.—The perfumers who own jasmin plantations, who most likely will harvest their flowers until the 10th of October. This class may this year represent from about 150,000 to 200,000 kilos.

- 2.—Producers who have an agreement with perfumers with a guaranteed minimum price in very few cases at 16 francs, while in other more numerous cases at 14 francs, and for the major part at 12 francs, for a crop that is scheduled to wind up on October 10. This class may this year harvest from 500,000 to 600,000 kilos.

- 3.—Free producers, about 300,000 kilos.

- 4.—Producers belonging to a cooperative: about 500,000 kilos.

If these two last classes should stop harvesting on September 15, the crop will be curtailed as a result to the extent of about 250,000 kilos, which would bring it back to the neighborhood of about 1,300,000 or 1,400,000 kilos.

It cannot be gainsaid that the price of 9.25 francs for flowers taken at the property does not permit of any further cultivation of jasmin and a partial pulling up of the roots may be looked forward to after this crop. This will be started with the non-homogeneous plantations, that is to say, in places where the grafting did not give results. All along the line there will be no replacement of the old jasmin plantations that have arrived at the end of their productive periods. Certain other plantations operated by farmers are likewise doomed to be abandoned.

As a result, one may without any fear of error estimate at 25% the proportion of the plantations that are doomed to disappear between now and next year. This may then mean equilibrium established between production and consumption and the possibility of a step on the way towards a stabilization of the price between 14 and 16 francs, the limits that would probably be satisfactory to both parties, perfumers and growers.

Tuberose

The crop is quite small, due to the fact that the prices paid last year discouraged production. Prices fixed this year for flowers were 19 francs per kilo on the spot and 20 francs delivered at the works.

Lavender

The crop began a few days ago. In view of the poor prospect for the sale of this oil, the distillers are offering very low prices for the plants between 50 and 70 francs per 100 kilos. Frequent storms in the mountains have considerably reduced the average of the first yields, and in some places as much as 200 kilos of plants has been necessary for production of one kilo of oil. Therefore we may now expect that the crop will fall rather below the average, which, it is true, will be offset by what remains from the old crop. Early prices may be expected to range between 120 and 135 francs per kilo, according to analysis and fineness of perfume. It cannot as yet be foreseen whether these prices will be maintained for any length of time. Everything will be contingent upon the demand, which doubtless will not appear much before the end of August.

Clary Sage

Quite a good-sized crop. Prices prevailing for the herbs are between 40 and 60 francs per 100 kilos, which is ridiculously low. There has been a good yield in general. Some sales of oil have been made between 600 and 650 francs per kilo. A small sustained demand would probably cause the prices to rise very quickly to 700 and 800 francs.

Tarragon

A small crop. The price paid for the herbs was 150 to 200 francs per 100 kilos. The prices of the oil will fluctuate between 600 and 700 francs per kilo.

Domestic Mint

The crop has been practically nil during the last few days. The herbs will doubtless attain a high price, but this will not have any effect whatever upon the price of this oil, which is likely to be extremely scarce within a short time.

Be Happy Too

That rich man makes others surrender to him. The happy man surrenders to others.—*The Silent Partner.*



Synthetics and Derivatives

TRADE is not as active as some would like to see it. In general, orders and inquiries are for small parcels and there is little really large business in evidence. The price levels have not been altered openly by manufacturers or importers. In general, they are those of last month. However, there are frequent reports of shading on some of the bulk items and probably this would be extended to others of lesser consequence if real orders should put in an appearance.

Sellers indicate their confidence in the arrival of more active business in the near future. It is their belief that manufacturing consumers will be forced to take on supplies before long because stocks of finished toilet goods are known to be very low. Some indications of this in the way of sample or trial orders are already in the market but they do not amount to much in volume.

There is an easier tendency in geraniol. Some fair buying of the cheaper qualities is reported but little call for the more refined and costlier grades. Raw material is showing a tendency to decline and this has eased the situation. Linalool is also offered quite cheaply in some quarters but there seems to be less interest in it and prices show no change. Anethol looks firmer and consumers might do well to cover nearby requirements in view of the fact that raw material is almost certain to advance during the next few weeks. Menthol is reasonably steady here and in Japan. Changes of consequence are not indicated by the present position of the market. Thymol is also quite steady.

Amyl cinnamic aldehyde seems to be somewhat over produced, or, at least, over offered in the market for the competition in it is very keen and prices are not as stable as they might be. At the prices named in some quarters, there cannot be much profit in the item. Ethyl vanillin is in somewhat similar position. Demand for it is very light and there are numerous offers at prices somewhat more reasonable than those which have recently been named.

Artificial musks remain in the former position. The trade is being supplied by the domestic manufacturer since importers are finding it impossible to bring in goods under the present conditions in the Customs. Prices are being maintained openly but there have been reports of shading on "contract" transactions.

There has been a fair call for items going into orange flower compounds. High prices on the natural products have led to substitution of synthetics and compounds in many instances, especially where the

(Continued on Page 404)

Essential Oils

GENERAL conditions in the trade have shown no very great improvement during the month which has elapsed since our last review of the market. Business has continued quiet and buyers of essential oils have held aloof from the market excepting for purchases of goods needed for immediate consumption. At the same time, the dealers and importers have not been operating actively in the markets either here or abroad. They have deferred their purchases for stock and replacement with the result that primary markets have shown a slowly declining tendency.

This has been reflected moderately in the prices of a wide range of items in the local market. The tendency has been downward for some time. There has been no recovery as yet. At the same time, stocks in the hands of the dealers and importers have been allowed to decline to below the normal volume of goods and it is likely that any recovery in the general tone of business leading to purchasing of raw materials would be speedily reflected in quotations on local supplies. This might be a temporary matter but it would doubtless feature a renewal of purchasing on any substantial scale.

The group of floral products has been dull practically during the entire month. This has not brought any change in the open quotations of the dealers but it has led to somewhat heavier stocks of old goods in some items. There is no surplus of orange flower or rose products but jasmin is in plentiful supply and lavender stocks are also adequate. Other minor items are also well stocked. Possibly on good sized business, prices on some of these items might be shaded a bit. Reports from abroad indicate that there is little possibility of advancing prices during the coming season. Declines, on the other hand, will be resisted by sellers in primary markets owing to the fact that labor costs and other charges against the 1930 crop average higher than those of last year.

Citrus oils have been dull. There has been the usual fair demand for orange and lemon oils in the local market during the hot weather and these calls have prevented any further sharp decline. At the same time, the position is by no means a firm one and it is unlikely that any immediate return to extreme levels will be noted in these important materials. Oil of limes is in light supply but the demand for it is far from good and prices are lower. Bergamot is weak, especially for the ordinary qualities offering in this market.

Turning to the domestic group, we find further weak-

(Continued on Page 404)

Prices in the New York Market

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)
(See last page of Soap Section for Prices of Soap Materials)

ESSENTIAL OILS

Almond Bitter, per lb.	\$2.75@	\$2.90	Geranium, cont.			Sandalwood, East India	8.50@	9.00
S. P. A.	3.15@	3.25	Turkish (Palma Rosa)	3.20@	3.40	Australia	5.90@	6.60
Sweet True	.60@	.64	Ginger	5.20@	5.65	Sassafras, natural	1.40@	2.00
Apricot Kernel	.35@	.38	Gingergrass	3.20@		artificial	.33@	.37
Amber, crude	.30@	.35	Grape Fruit	6.00@		Savin, French	2.40@	2.75
rectified	.60@	.75	Guaiac (Wood)	2.85@		Snake Root	11.50@	13.00
Ambrette, oz.	46.00@		Hemlock	1.20@		Spearmint	3.75@	4.00
Amyris balsamifera	2.20@	2.80	Hops	10.00@	14.00	Spruce	1.20@	
Angelica Root	32.00@	37.50	Horsemint	4.25@		Styrax	12.00@	
seed	28.00@	33.00	Hyssop	24.00@		Tansy	3.85@	4.00
Anise, tech.	.95@	Nom.	Juniper Berries, rectified	2.10@	2.50	Thuja	1.75@	
Lead free, U. S. P.	1.05@	1.30	Juniper Wood	.60@	.62	Thyme, red	.90@	1.20
Araucaria	1.75@	1.85	Laurel	15.00@		White	1.05@	1.55
Aspic (spike) Spanish	1.15@		Lavender, English	32.00@		Valerian	10.50@	
French	1.40@		U. S. P. "X"	2.60@	4.75	Verbena	3.75@	7.00
Balsam Tolu, per oz.	4.25@		Garden	.50@	.55	Vetivert, Bourbon	6.25@	7.75
Balsam Peru	6.00@		Lemon Italian	1.30@	1.65	Java	10.00@	25.00
Basil	50.00@		Calif.	1.20@	1.50	East Indian	30.00@	
Bay, Porto Rico	2.25@	2.40	Lemongrass	.68@	.72	Wine, heavy	1.80@	2.00
West Indies	2.25@	2.40	Limes, distilled	6.50@	7.25	Wintergreen, South-		
Bergamot	2.60@	3.15	expressed	17.50@	20.00	ern	4.00@	
Birch, sweet N. C.	1.90@	2.15	Linaloe	2.25@	2.40	Penn. and Conn.	7.75@	8.50
Penn. and Conn.	4.00@	5.00	Lovage	27.50@		Wormseed	4.50@	5.00
Birchtar, crude	.15@		Mace, distilled	1.60@		Wormwood	9.00@	10.00
Birchtar, rectified	.50@	.55	Mandarin	6.75@	9.00	Ylang-Ylang, Manila	30.00@	32.00
Bois de Rose	1.15@	1.65	Marjoram	6.25@		Bourbon	8.00@	11.00
Cade, U. S. P.	.30@	.35	Melissa	5.00@				
Cajeput, Native	1.00@	1.20	Mirbane	.15@				
Calamus	2.90@	3.25	Mustard, genuine	10.00@	12.00			
Camphor, "white"	.24@	.28	artificial	1.80@	2.00			
sassafrassy	.25@	.30	Myrrh	10.00@				
Cananga, Java native	2.65@	3.00	Myrtle	4.00@				
rectified	3.35@	3.75	Neroli, Bigarade, pure	170.00@	215.00			
Caraway Seed, rectified	1.85@		Petale, extra	200.00@	250.00			
Cardamom, Ceylon	28.00@	35.00	Niaouli	3.60@				
Cascarilla	65.00@		Nutmeg	1.60@				
Cassia, 80@85 per cent	Nominal		Olibanum	6.50@				
rectified, U. S. P.	1.50@	1.65	Orange, bitter	2.90@	3.00			
Cedar Leaf	1.20@	1.40	sweet, W. Indian	2.70@	3.15			
Cedar Wood	.46@	.52	Italian	2.75@	3.00			
Cedrat	4.15@		Spanish	3.20@	3.50			
Celery	8.00@	10.00	Calif. exp.	3.00@	3.15			
Chamomile (oz.)	3.50@	5.00	dist.	1.30@	1.60			
Cherry laurel	12.00@		Origanum, imitation	.50@	.85			
Cinnamon, Ceylon	11.50@	15.00	Orris Root, concrete					
Cinnamon, Leaf	1.75@	2.00	domestic (oz.)	7.00@	9.00			
Citronella, Ceylon	.54@	.60	foreign (oz.)	7.00@	9.00			
Java	.62@	.72	Orris Root, absolute					
Cloves Zanzibar	2.00@	2.15	(oz.)	90.00@	100.00			
Cognac	22.00@	28.00	Orris Liquid	22.00@	28.00			
Copaiba	.65@	.80	Parsley	9.25@				
Coriander	5.75@	6.00	Patchouli	6.00@	6.30			
Croton	5.00@	Nom.	Pennyroyal, American	1.85@	2.15			
Cubebs	2.95@	3.20	French	1.30@				
Cumin	7.50@	8.00	Pepper, black	10.25@				
Curacao peels	5.25@		Peppermint, natural	2.70@	3.00			
Curcuma	3.00@		redistilled	3.00@	3.30			
Cypress	5.15@		Petitgrain, So. Amer.	1.70@	1.90			
Dillseed	4.00@	5.50	French	5.50@	7.00			
Elemi	1.65@		Pimento	2.50@	2.80			
Erigeron	1.55@	1.70	Pine cones	3.75@				
Estragon	38.00@		Pine needle, Siberia	.71@	.80			
Eucalyptus Aus.			Pinus Sylvestris	2.00@				
(U. S. P.)	.47@	.54	Pumilionis	2.55@				
Fennel, Sweet	1.10@	1.15	Rhodium, imitation	2.00@	4.50			
Galbanum	26.00@		Rose, Bulgaria (oz.)	17.50@	25.00			
Galangal	24.00@		Rosemary, French	.55@	.60			
Geranium, Rose, Al-			Spanish	.38@	.43			
geranian	4.50@	5.00	Rue	3.15@				
Bourbon	4.50@	4.75	Sage	3.00@				
Spanish	16.00@		Sage, Clary	135.00@	Nom.			

TERPENELESS OILS

Bay	5.75@	6.00
Bergamot	11.00@	
Clove	5.25@	
Coriander	23.50@	
Geranium	9.00@	13.50
Lavender	10.00@	
Lemon	10.50@	18.00
Lime, Ex.	60.00@	
Orange, sweet	85.00@	100.00
bitter	110.00@	125.00
Petitgrain	5.75@	6.50
Rosemary	2.50@	3.75
Sage, Clary	90.00@	
Vetivert, Java	35.00@	
Ylang-Ylang	28.00@	35.00

OLEO-RESINS

Benzoin	2.50@	5.00
Capsicum, U. S. P.		
VIII	3.60@	
Alcoholic	3.50@	
Cubeb	3.25@	
Ginger, U. S. P. VIII	3.00@	
Alcoholic	3.25@	4.60
Malefern	2.00@	2.50
Oak Moss	15.00@	15.50
Olibanum	3.25@	
Orris	17.00@	28.00
Patchouli	16.50@	18.00
Pepper, black	4.00@	4.60
Sandalwood	16.00@	
Vanilla	6.75@	8.75

LIQUID ABSOLUTES

Cassie	105.00@	120.00
Jasmin	160.00@	175.00
Jonquil	140.00@	160.00
Orange Flower	200.00@	225.00
Reseda	270.00@	290.00
Rose	85.00@	100.00
Tuberose	110.00@	125.00
Violet leaves	95.00@	110.00

CONCRETES

Cassie	70.00@	85.00
Jasmin	65.00@	80.00

Jonquil	75.00@	85.00
Orange Flower	90.00@	110.00
Reseda	70.00@	85.00
Rose	60.00@	75.00
Tuberose	60.00@	70.00
Violet leaves	70.00@	85.00

DERIVATIVES AND
CHEMICALS

Acetaldehyde 50%...	2.00@	
Acetophenone	3.50@	4.00
Acetyl Iso-eugenol ..	9.00@	
Alcohol C 8	20.00@	40.00
C 9	60.00@	70.00
C 10	27.00@	35.00
C 11	45.00@	60.00
C 12	45.00@	60.00
Aldehyde C 8	55.00@	
C 9	80.00@	140.00
C 10	50.00@	82.00
C 11	72.00@	77.00
C 12	75.00@	105.00
C 14 (so-called) ..	15.00@	35.00
C 16 (so-called) ..	15.00@	40.00
Amyl Acetate85@	1.00
Amyl Butyrate	1.25@	1.75
Amyl Cinnamate	2.50@	
Amyl Cinnamic Alde- hyde	5.00@	7.50
Amyl Formate	1.70@	2.00
Amyl Phenyl Acet. ..	5.00@	5.75
Amyl Salicylate, dom.	1.15@	1.45
foreign	1.65@	
Amyl Valerate	3.00@	3.50
Anethol	1.80@	2.10
Anisic Aldehyde, dom.	3.85@	
foreign	3.85@	4.15
Benzaldehyde, U.S.P.	1.45@	
F. F. C.	1.55@	1.90
Benzophenone	3.00@	5.50
Benzylidenacetone ..	2.50@	4.00
Benzyl Acetate, dom.	1.00@	
foreign	1.00@	1.65
Benzyl Alcohol	1.40@	2.25
Benzyl Benzoate	1.05@	2.00
Benzyl Butyrate	5.50@	6.25
Benzyl Cinnamate	7.00@	9.00
Benzyl Formate	3.35@	3.60
Benzyl Iso-eugenol ..	18.00@	27.00
Benzyl Propionate ..	2.00@	5.50
Borneol	2.65@	3.00
Bornyl Acetate	2.60@	3.35
Bromstyrol	4.75@	5.00
Butyl Acetate60@	
Butyl Cinnamic Alde- hyde	5.00@	5.50
Butyl Propionate ..	2.00@	
Butraldehyde	12.00@	
Carvene	1.15@	
Carvol	3.75@	4.25
Cinnamic Acid	4.00@	
Cinnamic Alcohol	3.45@	4.00
Cinnamic Aldehyde ..	2.75@	4.25
Cinnamyl Acetate	10.00@	12.00
Cinnamyl Butyrate ..	12.00@	14.00
Cinnamyl Formate ..	13.00@	
Citral C. P.	2.75@	3.00
Citronellal	2.85@	3.25
Citronellol, dom.	3.75@	4.00
foreign	3.75@	5.00
Citronellyl Acetate ..	6.00@	10.00
Coumarin	4.00@	
Cuminic Aldehyde ..	62.00@	
Dibutylphthalate ..	.30@	.36
Diethylphthalate32@	.37
Dimethyl Anthrani- late	6.25@	7.00
Dimethyl Hydroqui- none	4.00@	6.00
Dimethylphthalate ..	.65@	

Diphenylmethana ..	1.75@	2.45
Diphenyloxide	1.20@	
Ethyl Acetate50@	.55
Ethyl Anthranilate ..	5.50@	6.00
Ethyl Benzoate	1.80@	
Ethyl Butyrate	2.00@	
Ethyl Cinnamate	3.50@	
Ethyl Formate	1.00@	1.25
Ethyl Propionate ..	2.00@	2.65
Ethyl Salicylate	2.10@	2.60
Ethyl Vanillin	18.00@	20.00
Eucalptol	1.00@	1.15
Eugenol	3.60@	4.50
foreign	3.50@	4.50
Geraniol, dom.	2.00@	6.00
foreign	2.10@	5.00
Geranyl Acetate	2.90@	4.00
Geranyl Butyrate ..	10.50@	12.00
Geranyl Formate	7.00@	11.00
Heliotropin, dom.	2.10@	2.40
foreign	2.50@	
Hydratropic Aldehyde	25.00@	27.50
Hydroxycitronellal ..	5.50@	10.00
Indol. C. P.(oz.)	3.10@	5.50
Iso-borneol	2.30@	
Iso-borneol Acetate ..	3.25@	
Iso-butyl Benzoate ..	2.75@	3.25
Iso-butyl Salicylate ..	3.00@	6.00
Iso-eugenol, dom.	5.00@	
foreign	5.00@	6.00
Iso-safrol	1.75@	
Linalool	3.00@	4.00
Linalyl-Acetate 90% ..	3.75@	4.25
Linalyl Benzoate	10.50@	
Linalyl Formate	10.00@	12.00
Menthol, Japan	4.00@	5.00
Synthetic	3.00@	4.00
Methyl Acetophenone ..	3.50@	3.75
Methyl Anthranilate ..	2.50@	3.00
foreign	2.90@	
Methyl Benzoate	1.85@	2.25
Methyl Cinnamate ..	3.90@	4.35
Methyl Eugenol	7.00@	9.00
Methyl Heptenone	6.50@	8.00
Methyl Heptene Carb.	20.00@	36.00
Methyl Iso-eugenol ..	10.00@	13.00
Methyl Octine Carb.	24.00@	32.00
Methyl Paracresol ..	6.75@	7.50
Methyl Phenylacetate ..	4.65@	6.00
Methyl Salicylate42@	.50
Musk Ambrette	7.00@	8.00
Ketone	7.50@	9.50
Xylene	2.80@	3.15
Nerolin (ethyl ester).	1.50@	1.75
Nonyl Acetate	48.00@	
Octyl Acetate	32.00@	
Paracresol Acetate ..	5.25@	6.00
Paracresol Methyl ..		
Ether	7.00@	8.00
Paracresol Phenyl ..		
Acetate	14.00@	20.00
Phenylacetaldehyde ..		
50%	5.00@	7.00
imported	5.00@	7.00
100%	8.50@	10.50
Phenylactic Acid	3.00@	4.00
Phenylethyl Acetate ..	9.00@	13.00
Phenylethyl Alcohol ..		
dom.	4.75@	5.50
imported	5.00@	5.75
Phenylethyl Butyrate ..	16.00@	20.00
Phenylethyl Formate ..	18.00@	
Phenylethyl Propio- nate	18.00@	
Phenylethyl Valerate ..	20.00@	
Phenylpropyl Acetate ..	12.00@	14.00
Phenylpropyl Alcohol ..	13.00@	15.00
Phenylpropyl Alde- hyde	12.00@	
Rhodinol, dom.	8.00@	20.00
foreign	9.50@	22.50

Safrol34@	.38
Santalalyl Acetate	22.50@	
Skatol, C. P. ..(oz.)	9.00@	10.00
Styralyl Acetate	20.00@	
Styralyl Alcohol	20.00@	
Terpineol, C. P. dom.	.38@	.40
imported38@	.55
Terpinyl Acetate90@	1.15
Thymene35@	
Thymol	2.40@	3.00
Vanillin (clove oil) ..	6.25@	7.15
(guaiacol)	6.00@	6.90
Vetiverol	20.00@	
Vetiveryl Acetate	21.00@	25.00
Violet Ketone Alpha ..	5.00@	10.00
Beta	5.50@	8.00
Methyl	5.25@	8.00
Yara Yara (methyl ester)	1.50@	1.75

BEANS

Tonka Beans, Para. ..	1.00@	1.25
Angostura	2.00@	2.15
Vanilla Beans		
Mexican, whole	3.50@	5.50
Mexican, cut	3.00@	3.50
Bourbon, whole	1.65@	2.25
Bourbon, cut	1.40@	1.90
South American	3.00@	3.25

TINCTURES

Ambergris	18.00@	24.00
Benzoin	1.75@	
Civet	3.00@	5.00
Musk, nat.	32.00@	
Orris, root	2.00@	
Balsam Tolu	1.50@	
Vanilla	3.00@	

SOLUBLE RESINS

Ambrette	18.00@	
Benzoin	2.75@	4.00
Castoreum	28.00@	
Chypre	13.00@	
Civet	80.00@	
Galbanum	6.00@	
Labdanum	6.00@	7.00
Myrrh	6.50@	7.00
Oak Moss	14.00@	16.00
Olibanum	3.50@	6.00
Opoponax	6.00@	12.00
Orris Root	18.00@	35.00
Patchouli	10.00@	18.00
Peru Balsam	6.50@	
Sandalwood	12.00@	16.00
Styrax	2.50@	
Tolu balsam	4.50@	6.00
Vetivert	15.00@	25.00

CERTIFIED FOOD COLORS

Amaranth	3.50@	4.00
Orange II	3.50@	4.00
Tartrazine	3.50@	4.00
Ponceau 3R	6.00@	7.50
Ponceau SX	5.00@	5.25
Indigo	15.00@	
Erythrosine	20.00@	
Guinea Green B	15.00@	
Light Green S.F.	25.00@	
Fast Green F.C.F. ..	30.00@	
Yellow A.B.	3.50@	
Yellow O.B.	3.50@	
Sunset Yellow F.C.F. ..	3.10@	3.25
Naphthol Yellow C. .	8.00@	

SUNDRIES

Alcohol, Cologne spirits per gal.	2.55 1/2@	2.66 1/4
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Ambergris black ...	Nominal	Saponin	1.60@	Olibanum, tears19@	.35
gray	39.00@ Nom.	Talc, domestic, ton...	18.00@ 33.00	siftings12½@	.14
Baudruche skins,		French	40.00@ 45.00	Orange flowers40@	1.00
gross	18.00@ 25.00	Italian	50.00@ 65.00	Orris root, Florentine	.19@	.28
Beaver Castor	8.00@ 12.00	Zinc oxide, U. S. P...	.13½@ .15	powdered29@	.75
Castoreum	12.50@ 15.00	Zinc stearate26@ .30	Verona18@	.26
Chalk, precipitated ..	.03½@ .06½	CRUDE DRUGS				
Cherry laurel water,		Almond Meal20@ .35	powdered27@	.60
gal.	1.25@	Balsam Copaiba, S.A.	.30@ .34	Patchouli leaves25@	.90
Civet, ounce	3.75@ 4.50	Para28@ .32	Peach Kernel meal ..	.35@	
Clay, English02½@ .03½	Balsam Peru	2.00@ 2.10	Quince seed75@	.90
Gaolin06@ .08	Balsam Tolu	1.30@ 1.40	Reseda flowers, powd.	1.50@	
Lanolin, hydrous18@ .20	Cardamon seed, decort	1.75@ 1.80	Rhubarb root, powd..	.35@	.65
anhydrous20@ .23	Guarana	3.25@ 3.65	Rice starch12@	.15
Magnesium Stearate..	.26@ .30	Gum benzoin, Siam..	1.75@ 1.85	Rose leaves, red	1.75@	
Musk, Cab. pods		Sumatra50@ .55	pale50@	
ounce	22.50@ Nom.	Gum galbanum	1.35@ 1.50	Sandalwood chips45@	.50
Cab., grained ..	Nominal	Gum myrrh45@ .60	Styrax40@	3.35
Tonquin, pods ..	20.00@	Henna, powdered16@ .35	Venice, turpentine,		
Tonquin, gr.	27.00@	Labdanum	3.50@ 5.50	true, gal.30@	
Orange flower water,		Lavender flowers, se-		Vetivert root30@	
gal.	1.50@	lect45@ .60	Violet flowers95@	1.15
Petrolatum, white ..	.06% @ .08%	ordinary30@ .35			
Rose water, gal.	1.25@					

Essential Oils

(Continued from Page 401)

ness in the bulk items. The new crop is now not far off and it bids fair to be quite satisfactory in spite of reports of drought in some quarters. The carry over on both peppermint and spearmint was large and with stocks heavy, demand light and a new crop of fair proportions coming through, prices in the country and on spot have declined. The market for spearmint is in a similar position. Sassafras was somewhat under produced and is higher than normal. Wormwood is in ample supply, with consumers not greatly interested. Wormseed is a very short crop and a rapid advance in prices is under way.

The group of seed and spice oils was irregular. There was no general trend of prices, quotations on these oils being governed largely by production costs which in turn are based upon quotations for raw materials. Anise seemed inclined to firm up owing to the Chinese difficulties. Import prices, as reported by leading interests were higher than the spot levels. Cassia was quiet and a shade easier. Clove showed strength on account of the position of the spice. Ginger was rather weak. Dill was steady but did not advance with the seed, largely owing to ample stocks manufactured from cheaper raw material.

In the miscellaneous group, there was some showing of strength in cedar wood. Weakness in citronella continued with prices down slightly over the month. Bois de rose is plentiful and cheap but linaloe is scarce and is fully as high as is the competing material, with some parcels held at higher levels, an unusual position.

On the whole the market is at a low point, both as to prices and as to demand. The wise buyer will be able to find numerous items offering at bargain prices and will probably pick up some stocks while no one else wants them. Others will wait and as usual, pay higher levels when the market begins to recover.

Self-Conceit

Self-conceit may puff a man up, but that personal over-estimation will not prop him up.—*The Silent Partner.*

Synthetics and Derivatives

(Continued from Page 401)

oils are to be used in cheaper grades of finished goods. There has also been some inquiry for items suitable for use in rose odors.

In general, the market is not in a very satisfactory position. Business could be much better and while there has been some improvement during the last week or ten days, it has not been as rapid or as large as was hoped for. However, sellers are confident that trading will resume a more normal volume during the early autumn.

Vanilla Beans

The market is more active, the hot weather having brought a large volume of rush business in the way of small orders into the market. Buyers have not been taking on large quantities excepting against existing contracts and orders but there has been some movement in this fashion. Mexican beans are in fair supply but are closely held and the market is at least firm. There is keen competition in Bourbons and these are still irregular. Prices have not advanced locally to any great extent.

Crude Drugs and Sundries

The trade has found business slow and prices generally declining all along the line. Stocks of most items are held down, not by purchasing on the part of the consumers but rather by lack of buying for import on the part of the dealers. The market is in a sensitive position and moderate buying would probably be followed by some price readjustments. However, the trade is not in a very optimistic frame of mind at the moment.

A Necessity

Virginia Dare Extract Company, Inc., Flavoring Extracts and Food Products

You put out a very attractive and very interesting magazine and we would not consider our files complete without it.



Formation of Acid Soap*

by Dr. C. Bergell and Ing. N. Baskin

IN soap chemistry we frequently find the phrase "acid soap" without the literature giving us sufficient explanation as to how these substances are formed and which and what powerful forces they have combined and how they are held together. Since all fatty acids are monobasic they cannot form molecular chemical compounds. But it happens that the acid soaps in their chemical composition are similar in many respects so it is not possible to deny their existence. Today, therefore, these bodies are considered as adsorption compounds of different composition, the force forming them as chemical colloidal or physical.

On this point Bergell has already repeatedly pointed out that it is not always correct to be willing to value as chemical colloidal, etc. the molecular chemical forces always before other forces, for the latter are underrated easily. Except in unusual cases, the strength of the colloidal combining force is dependent on the condition and concentration under which it acts.

A few experiments on the structure of acid soap showed very clearly that the force forming these bodies under suitable conditions is much stronger than the force of solution of fat for fatty acids. In other words, it is never a simple emulsion of water containing soap with a solution of fatty acids containing fat, but such soaps change according to the experimental conditions in proportion to the addition of fatty acid to the fat. Naturally in investigations only the system could succeed that did not give a uniform emulsion. For example, the water contained too much soap and therefore no fat layer formed or the fat contained too much fatty acids so that the soap dissolved too much fatty acid. In these cases experimental results are clearly not possible. For example, if the soap solution is too weak, as 1 per cent soap in water, the first action of the adsorption force is always too small. In the second place the reaction by means of hydrolytic splitting off of alkali is too inaccurate. On the contrary the following method of observation showed a very clear result.

1. 50 gms. of fat containing 5 gms. of free fatty acid and 100 gms. of water containing 2 gms. of soap were boiled under a reflux condenser for 30 minutes and then kept hot for 30 minutes.

2. Same as 1 with the addition of 2 gms. of salt.

3. Same as 1 with the addition of 4 gms. of salt.

The fat found in the soap was not of the same composition as that in the layer above the soap, which

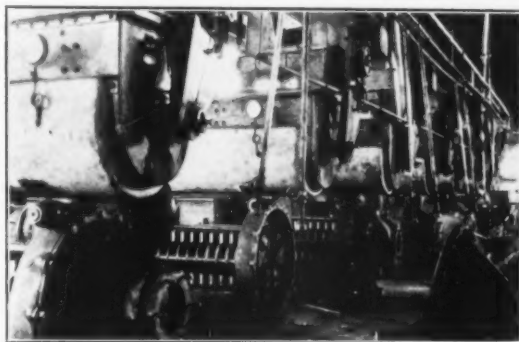
* *Seifensieder-Zeitung*, Vol. 58, No. 19, 1929.

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Coconut Oil from Copra

(Special Correspondence)

THE vessels of the "O. & O." steamship line at the wharves on Mormon Island, Los Angeles Harbor, bring a constant stream of copra from the Philippines. A recent cargo of this product discharged from the *Golden Tide*, one of these ships, amounted to 1,000 tons. It took nearly two days and two nights to get it all unloaded. Copra, which for the benefit of the uninformed is the name of the dried coconut meats, is

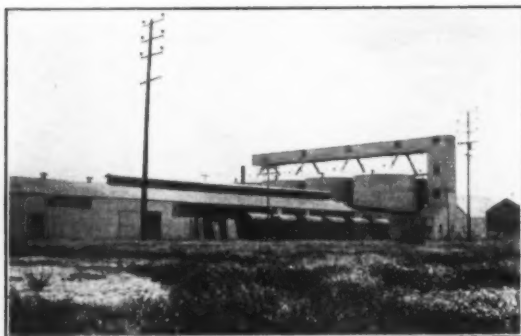


INTERIOR OF COCONUT OIL FACTORY

gathered by the natives in the Philippines and the Straits Settlement, and the usual amount brought on a ship at one time is from five to seven tons. The *Golden Tide's* cargo was, therefore, unusually large.

Busy little tractors scurry about to and from the docks and the coconut oil refinery nearby, hauling a sort of wooden hopper which halts under a scaffolding alongside of the ship to receive the scoops of copra coming up from the hold. These are swung over the side by the ship's booms and the attendant operates the mechanism which releases the copra into the hopper below. The tractor then attaches itself to the load and takes it to the mill where it is dumped into the basement. The hopper is drawn by the tractor over an opening and a lever worked by an attendant lets the copra out from beneath the container. Bars are placed across the opening into the basement to prevent other things beside copra going in. Incidentally it may be mentioned that children's little shoes made of coconut shells, old sacks, large masses of coco fibre and long strings of copra strung together by playful little Filipinos, are some of the extraneous matter found in the copra.

The copra is weighed before it goes into the conveyors, and after going into the mill is elevated to



EXTERIOR OF COCONUT OIL FACTORY

overhead storage tanks. When it is to be worked up into oil and meal it is taken from the bottom of these storage tanks, and goes through a scale which automatically weighs 175 pounds to the spill, the counter registering weight and overweight. The copra passes into another conveyor from the head house to the mill, passing over a magnetic pulley to remove iron, and from here to breakers which reduce it to small pieces. This magnetic pulley saves many dollars for the company by removing iron and other material which might ruin the machinery if allowed to go on with the copra. Large pieces of iron and rocks are sometimes found in the copra.

From the attrition mills, where the copra is ground into small pieces, it goes into the driers which remove the moisture, then onto the expellers. These expellers are the first of their kind to be used in this way, and are of the latest type. By their use the oil is all taken out by one pressing. The oil, now mixed with fibre or foots and meal, goes next to the basement, where it is screened and the oil separated from the foots.

It is then pumped upstairs to the agitating tank, where it is stirred up to make a uniform mixture and remove impurities. It is next pumped through a plate and frame filter press. The mixture is pumped through canvas cloth at pressure to keep back the undesirable portion. The last stage is to store the clarified oil to await shipment. It is shipped to the Middle West, South and East, and a great deal of it is used in Los Angeles. Most of the oil made by this company is made into soap, as it is not highly refined here. The refined article which is used for edible purposes and in other ways is manufactured from the same kind of oil which has been more highly refined.

The dry cake, or meal, which comes out of the expeller is mixed with other ingredients, and sold for stock and poultry food. About 65 per cent of the copra is oil. The more highly refined product is used in margarine and frying oil and the residue in soap.

In addition to working up the copra, this mill has machinery for working up sesame seed, and about 1,000 tons of this seed was recently taken care of here. The seed comes from Manchuria. The same machinery can also work up flax seed.

About 875 tons of copra can be stored in each tank and there are a number of them both in the Copra Oil & Meal Company's plant and in the smaller plant located near the Vegetable Oil Company.

Coal Tar Dyes in the Manufacture of Soaps

by Paul I. Smith

A NUMBER of synthetic coal tar dyestuffs are now used in the manufacture of colored soaps for toilet and general household purposes, particularly the former. The importance of color as a selling factor is now appreciated by soap manufacturers and some serious thought is given to the choice of color for any new soap.

It is a well known fact that whereas some colors are popular with the public, others are the reverse. Delicate lilacs and pretty baby pink shades seem to be the "best sellers," while definite and rather crude colors such as brick red, scarlet, leaf green, royal blue, canary yellow appeal only to a few. It is, however, exceedingly difficult and indeed dangerous to lay down any hard and fast rules regarding the most popular color, but the tendency certainly seems to be in the direction of soft and pleasant shades or tints of color.

The production of artistically colored soaps is by no means an easy matter. The colorist must take into consideration the following factors:

I.—If too much dye is used in coloring, then there is a great danger of the conveyors becoming stained in the factory; this means great inconvenience and possible damage by staining of successive batches of white soaps or those lightly shaded. When the soap is used by the customer, wash cloths may become stained and in the case of household soap, clothes and linen may possibly be touched with color.

II.—On the other hand, too little dye will result in the production of an anaemic, poor looking soap which will not attract the public. The customer is very particular about the apparent characteristics of the materials he purchases. Any irregularity of color will at once be taken as a sign of poor quality and he will object. The policy of most large firms is to please the customer at all cost.

III.—Only those dyes must be used which are absolutely non-toxic. It is a well known fact that some coal tar dyes have an irritating effect on the skin and may cause dermatitis or other skin diseases. The chemist may gain much information concerning the toxicity of a dye from its chemical constitution. On this subject, Sudborough writes:

"An increase in toxicity and physiological activity is frequently produced by reducing a cyclic system containing nitrogen as shown by a comparison of pyrrole, pyridine, and B-naphthylamine with pyrrolidine, piperidine, and tetrahydro-B-naphthylamine."

The introduction of phosphonium, arsonium and sulphonium salts increases the physiological activity of a chemical, as also does the introduction of hydroxyl groups into the benzene ring. Particulars concerning the respective toxicity of dyestuffs may usually be obtained from the dye corporations who are only too pleased to assist a customer.

While dealing with this phase of the subject it is interesting to note that some dyestuffs are well known antiseptics as well as coloring agents. The author has often considered the possibility of using some of these

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New Soap-Making Material

Possibilities of the Use of Oxidized Hydrocarbons Outlined in Article

by H. L. Ramsey

IF the ordinary soap-making material, oils and fats, become sufficiently dear, and liquid hydrocarbons, such as paraffin, become sufficiently cheap, the long continued attempts to oxidize hydrocarbons into fatty acids or oxyfatty acids may prove of interest to the soapmaker. These attempts date back at least twenty years. So far the results have been rather disappointing, for even if the economic position as described above was distinctly satisfactory, the technical position is still unfavorable. Yet some progress has been made and there is no intention of relinquishing the pursuit merely because ultimate success is deferred. Scientific research must be taken up and relentlessly continued in a spirit of hope and determination which knows not failure. Thus the soapmaker who is wise in his generation will not turn his back upon this particular field and look upon it as entirely useless.

Recent literature on this subject and more particularly the comprehensive review by Dr. Ernst Zerner in the *Chemiker Zeitung* shows that although hydrocarbons can be more or less easily oxidized and converted into substances very like fatty acids, the soaps made therefrom have such a disagreeable and persistent smell as to make their use in this direction well nigh impossible. This is the more remarkable since the oxidized products themselves, at least according to Zerner, have a rather delightful coconut-like odor. However the soap industry is used to smells and is not going to be unduly alarmed about this new one, if it is new, and may find a way of disguising or removing it. Soapmakers are wonderfully expert in such disguises, converting fishy aromas into those redolent of violets, roses and old lavender, and there is always the possibility that fashions in odors may change and that the public nose may be educated up, or down, to delight in the smell of oxidized hydrocarbons and their soaps.

A goodly fellowship of workers has taken up this line of research, and numerous patents have been granted, in the U. S. A., Germany, and England. Among the most successful so far are those in which manganese stearate is used as a catalyst. If 1 per cent of this is used and oxygen is blown into the paraffin or other hydrocarbon at 125° C. after two hours the saponification number is 26, and after 18 hours it is 232, the acid number being 108. This wide divergence between saponification number and acid number shows that there is in the reaction mixture a considerable proportion of esters, anhydrides, lactones, etc., with resulting increase in specific gravity. The reaction is strongly exothermic, the temperature rises rapidly, and cooling from time to time is necessary. Also there is some risk of explosion if oxygen is used instead of air.

In the work carried out by Drs. Granichstaden, Fuchs, Zerner and others in the Research Dept. of the

Central Soap and Candle Works, the apparatus used consisted essentially of a long narrow tube closed at the bottom, with an inlet tube reaching to the bottom, a gas outlet tube, and a thermometer. Complete conversion of the fatty acids does not take place and there is always a large amount of unsaponifiable matter present. A great variety of different catalysts were tried, including the stearates of several metals, the oleates of manganese and zinc, other fatty acid salts (soaps), various oils and fats and fatty acids, turpentine, sugar, glycerine, etc. Although manganese stearate was among the best, even this was not necessarily specific, the chief difference being that the reaction could start at a lower temperature, namely, at 110-115°. Variation in the amount of catalyst, say between 0.1 per cent and 5 per cent, made little difference. It was thence concluded that there was an "incubation" period and that the actual catalyst is formed during the reaction itself, its initial constitution and amount being largely immaterial. It seems very probable that a peroxide is formed.

The chief reaction product is an oily liquid with a coconut-like smell and a very light almost white color. There is also a small amount of an oily distillate with a distinctly acid smell, and an aqueous distillate also with an acid reaction. Volatile matter is absorbed by a charcoal tower attached. It is possible, says Zerner, to work without a catalyst if the initial temperature is 150-160°, and he thinks it is rather remarkable that the oxidation of hydrocarbons has not been successfully achieved before; but this is probably due to the fact that sufficient allowance has not been made for the incubation period, and more particularly to working with shallow instead of deep layers of material. When a saponification number of 150 has been reached the following yields are obtained: 103 per cent of the principal reaction product, 2.5 per cent of the oily distillate, 5.5 per cent aqueous distillate, and 5 per cent weight increase in the charcoal. The carbon dioxide evolved was also determined by absorption in soda lime. Leaving the aqueous distillate out of account the total yield is 110.5 per cent. Oxygen absorption was determined by periodical burning of the reaction product. With a saponification number of 179 (unsaponifiable 43.3 per cent) the oxygen absorbed was 11.7 per cent; with a saponification number of 243 (unsaponifiable 26 per cent) it was 15.4 per cent.

The reaction product, which was often snow-white in the closed vessel, turned to a reddish-brown color when saponified, and at the same time acquired a distinctly unpleasant smell. It reduced ammonia-potash-silver solution, but these reducing substances are not the cause of the discoloration when saponified, for this appears even after the reducing substances have been removed by shaking up a benzine solution

with sulphite lye. By boiling with hydrogen peroxide the discolored reaction products are certainly bleached, but after saponifying the dark color reappears. The presence of a large percentage of unsaponifiable which still remains after oxidation has been carried to its furthest point is a rather serious difficulty, for it is not easily removed. When the attempt is made to extract the soda soap with benzine, strong emulsions are formed and the benzine soon loses its extractive power. A better method is to oxidize up to 200 saponification number and then extract the unsaponifiable with alcohol for forty hours at 50° C. On saponifying the reaction product and leaving the resulting soap to stand in the warm, the greater part of the unsaponifiable separates out on the surface and can be removed. Zerner describes the fatty acids, freed from unsaponifiable, as dark-colored, semi-solid, of agreeable coconut-like smell, with the following constants:

Sapon. No.	Acid No.
236	196
241	192
288	199

The soaps are hard, but somewhat compressible, dark-colored, lathering with difficulty, and with a disagreeable and penetrating smell. They cannot be salted out very well, owing no doubt to their oxy-acid nature. By treatment with petroleum ether it was possible to separate the fatty acid mixture into two parts, the one with a less and the other with a greater oxy-acid content; although even the portion soluble in petroleum ether contains considerably more oxygen than would conform with a normal fatty acid.

Every possible method was tried in order to get rid of the characteristic odor in the soaps made from these oxidized products, but without much success so far. For the present, therefore, these products may not find much acceptance among the soapmakers, but at the same time they may be of interest for other purposes, including the manufacture of technical or industrial soaps and cleansing preparations in which the smell need not be a serious disadvantage.

Formation of Acid Soap

(Continued from Page 405)

contained 10 per cent fatty acid. Experiment 1 showed 14 per cent, experiment 2 showed 28 per cent and experiment 3 showed 30 per cent free fatty acid in the soap solution. These values were determined by titration of the alkalinity of the water solution of the soap; determining their total fats after decomposing with sulphuric acid and determining the fatty acid content of the total fat. The fatty acid combined as soap was deducted so that there is obtained for calculation of the foregoing value the following equation:

$$\frac{\text{Fatty acid—combined fatty acid}}{\text{Total fat—combined fatty acid}} = \frac{\text{Fatty acid content}}{\text{of the fat layer}}$$

The difference arising from hydrolysis has been compensated by the corresponding correction.

The value found certainly shows that in moistened soap, fatty acids are more strongly adsorbed than fat and this difference is made more important by the addition of salt. The adsorption power by the formation of acid soap is also very much more important than the dissolving power of fat for fatty acid.

Saponification Value of Fats and Oils

D. T. Englis and V. C. Mills in *J. Assoc. Off. Agric. Chem.*, 1929, 12, state that the addition of 5 gms. of sodium hyposulphite per litre of the alcoholic potash otherwise prepared according to the official method (cf. *ibid.*, 1925, 288) is effective in preventing coloration of the solution. The mixture is shaken, the solid allowed to settle, and the clear supernatant liquid is used. The values obtained with this reagent agree with those obtained with the official reagent. An attempt to find a general inhibitor of color development during the saponification was unsuccessful.—*Jour. Soc. Chem. Ind.*, Vol. 48, No. 33.

Coal Tar Dyes in the Manufacture of Soaps

(Continued from Page 406)

with the object of serving a dual purpose. Among the better known dye antiseptics are the following: Trypan Red, Trypan Blue, Brilliant Green, Proplanine, Trypaplamine. These two last named dyes are highly antiseptic and quite devoid of irritant or toxic action, and as Sudborough says, "Do not inhibit the process of healing."

The soap manufacturer generally finds that single dyestuffs do not always produce the desired shade and thus it becomes necessary to mix two or three dyes to obtain a particular color. In this case standard water solutions of the dyes should be made up ready for the necessary dilution. The percentage of dye necessary for even a large amount of soap is quite small and consequently great accuracy must be practised when preparing these stock solutions. An important aspect of this subject is the dilution of color. Even if only a small volume of dye solution is necessary, that volume should be diluted still further to insure a homogeneous soap, i. e., one uniformly colored. In this work experience leads the way and the expert soapmaker will know at once the volume and concentration of color needed to produce a certain result.

Acid dyes are found to be very useful for this work. They are fairly fast to light and possess good covering properties; they are also much brighter in tone. Some acid dyes are not very soluble in soaps and on this account cannot be used.

A few basic colors are popular with soapmakers. The following are some of the dyes used for coloring soaps: Acid Brown, Orange II, Ponceau R, Acid Rhodamine, Rhodamine, Victoria Blue, Victoria Violet, Auramine, Sella Flavine.

The choice of dyes is important. A number of dyes of the same name differ very appreciably in shade and the letters bracketed with a dye denote the predominance of one particular tone. Thus some red dyes may be rather on the blue side and these would be "3B" or perhaps more, to denote the shade of blue. It is, therefore, important to keep to one particular dye and not to change from one to the other.

No really satisfactory recipes can be given concerning the proportion of color to soap. The success of tinting soaps relies upon the experience of the soapmaker. Working formulas are adhered to in works practice, but even then there are times when considerable alterations are necessary in order to obtain good results.

Salt in the Lye Boil*

by Ing. J. Grosser-Koniggratz

JUST as an unsuccessful beginning might be made in the manufacture of soap by theoretical methods where practical experience alone confers the necessary safety; so inversely it is just as great an error for practical men to infringe on the chemical sphere without the necessary schooling. As an illustration the following example is given: In the determination of the salt concentration in a toilet soap base in the laboratory a higher value was found than a normal one for normal soaps. The results obtained seemed improbable. In order to establish this doubt a coconut oil soap free from filler was given a thorough laboratory examination in the usual manner to determine salt. As a content of about .3 per cent salt was found, it was thought that this was evidence to prove that the usual methods of determination gave too high values for normal ones because in cold made unfilled coconut oil soaps salt should not be present. Therefore a deduction of .3 per cent salt should be made in future analyses. As a record incidental to this, about a year later in the manufacture of the same soap, it was put under chemical control and the determined value for salt was no longer high on the soap base. The cause of error was overcome and the reason for the high analytical results was obvious.

The soap boiler in each case does not care if the prepared technical caustic soda is made from rock salt by chemical means or by electrolysis and contains salt, and this in the preparation of the lye boil in the customary manner remains dissolved and accordingly passes into the cold made soap.

In order to prove these explanations experimentally I sought first such a soap and found a salt content of .38 per cent and in a 38° Bé. lye solution in a works 2 per cent salt. In another lye of 40.5° Bé. 33.9 per cent NaOH, .73 per cent sodium carbonate and 2.03 per cent NaCl.

In the appropriate technical literature no references on the salt content of technical caustic soda are found. Schaal recommends in his "Modernen Toilette-Seifen-Fabrication" to regulate the solution of caustic soda in such a way that the finished lye has a concentration of at least 42° Bé. in order that by this strength all foreign salts are precipitated which should be of importance in making transparent glycerine soap. After sufficient clarification of the lye dilution with water to the desired adjustment is made. This method is certainly practiced in only a few works. It must also be regarded that the precipitation of the salt-like impurities of the technical caustic soda follows only after complete cooling of the concentrated lye. The time of 24 hours specified by Schaal is not sufficient. After all it should be of interest and proved by practical experiments, what time is necessary for complete precipitation of contaminating impurities with masses of lye of different concentrations.

* Seifensieder-Zeitung Vol. 56, No. 19, 1929.

The Essential Control

Cheerfulness conquers self, and we must conquer ourselves before we can check, restrain or control others.—*The Silent Partner.*

Features of the Soap Materials Market

(Continued from Next Page)

Industrial Chemicals

The market is in fair condition, principally because the manufacturers are in control of the situation and have not permitted prices to slide off very much. Production of alkalis has been held down to some extent and surplus stocks have not reached the market in volume for resale. Occasional parcels come to light but have not been sufficient to have any great effect upon the general position of the market. Other chemicals have suffered to some extent from the current depression in general business and the result has been slight shading of prices, without, however, having any real effect upon the manufacturers' quotations. During the last two weeks, there has been some slight improvement and sellers anticipate more active conditions after the summer is over.

Other Soap Materials

Inquiry for rosin has been sufficient to balance the gradually reduced receipts at Southern points. New York trade was slack throughout the month, but reports from the Southern ports indicated a fair domestic inquiry for small lots and also a moderate export demand. Prices have not changed very much since our review of last month. Other soap materials are virtually unchanged. Starches are likely to be affected by the prolonged drought but the full effect of this cannot yet be estimated.

Liquid Soaps

Liquid soaps for the hair have led to a more extensive use of these products. Some works now make a speciality of their manufacture and these soaps are used both medicinally and for all toilet purposes.

These liquid soaps are really only solutions of potassic soaps. Their percentage in fatty acids varies from 5 to 15 per cent. Hard water must not be employed in their manufacture. Rain water or distilled water is preferable. The soap should be filtered at a low temperature. The addition of perfumes must be carefully studied. In winter these soaps may grow turbid. This can be prevented by incorporating a greater or less amount of solvent.—*The British Soap Manufacturer Vol. 5, No. 54.*

Brazil's Soap Industry

The soap industry in Brazil ranks among the most important in the country developed principally within the past five years. In the Rio de Janeiro district alone the production of toilet and laundry soap reaches the value of almost \$11,000,000 per year, while production in Sao Paulo, the second most important soap manufacturing center, will reach approximately \$7,150,000. In addition to these two cities there are also factories located at Bahia, Pernambuco, Para, Curityba, Porto Alegre and cities of lesser importance throughout the country which will bring the number of factories in all Brazil to about 450.—(*Acting Commercial Attache A. Ogden Pierrot, Rio de Janeiro.*)

Soap Materials Market

Vegetable Oils

During the past thirty days, soap makers and other users of vegetable oils have been displaying a somewhat keener buying interest. Some of the oils have been affected by the drought in the Middle West and parts of the South and to a large extent, the feeling of uncertainty regarding crops due to the dry spell, has caused many consumers to cover at least a part of their immediate future requirements.

Crude cottonseed oil throughout the South has become quite steady. Bids for large quantities were declined at 7c lb. Southern points in tank cars and comparatively little cottonseed oil is now available. Following the upward movement and strength of cotton oil, and coupled with the advance in corn and lard, the crude corn oil market moved very swiftly from 6½c lb. to 7½c lb. in tanks, Midwest mills.

Commercial olive oil and also olive oil foots became steadier recently on reports of smaller crops in parts of Europe. Offerings from abroad for future shipments are rather light. Fractional advances have been noted with olive oil foots now being quoted at 6½c lb. to 6¼c lb. and commercial olive oil at 85c to 90c per gallon, carload lots, f. o. b. New York.

Coconut oil has remained about unchanged and is nominally quoted at 6½c lb. New York and 5½c lb. Pacific Coast in tanks for spot and nearby deliveries and fractionally higher for future shipments. A better demand for this oil is expected in the near future.

A. H. HORNER.

Glycerine

Business in this item has held up reasonably well during the month and while weakness has been apparent at times, the general trend of prices has been quite steady. Call for chemically pure is reasonably good with prices steady. Dynamite has moved fairly well during the month but has been unsettled at times owing to the presence of odd cars of material at resale. Crude grades reflect the steadiness of the better qualities and have changed very little. Middle Western points report some improvement in the demand and sellers generally expect the winter demand for anti-freeze purposes to take the slack out of the market speedily.

Tallow

Since the last review a considerable volume of tallow and grease, particularly tallow, has been booked by consumers. A greater part of the buying has been done very quietly, the general market only being able to surmise and estimate what was done. The peak reached on the movement was 6c per pound loose f. o. b. seller's plant. As a consequence, there is somewhat of a lull in market activities at this writing. It is a noticeable fact that all the larger consumers are carrying heavier stocks than usual and are replenishing them as used. At the present time the market on

outside tallow grading City Extra is considered about 5½c loose.

Little trading in fancy tallow has been reported; the prices quoted on this grade range from 6c to 6¼c f. o. b. seller's plant. The best grades of house grease are priced at 5¼c loose seller's plant, while No. 2 Tallow is worth 5½c.

In the Middle Western market there is a good demand for practically all grades of tallow and grease. Producers, especially the larger packers, are well sold and are not offering at this time, except at higher levels. Last sales of Prime Packers' grade were at 6c loose Chicago. This price is bid for further quantities while 6¼c is bid for Fancy. However, one-quarter cent per pound more is asked for these grades as well as 40-40 stock, which last brought 4¼c Cincinnati.

E. H. FREY.

(Continued on Preceding Page)

Soap Materials

Tallow and Grease

Tallow, New York, Extra 5½c. Edible, New York, 6½c. Yellow Grease, New York, 5c. White Grease, New York, 4¼c.

Rosin, New York, August 15, 1930.

Common to good..	5.25	K	5.42½
D	5.30	M	5.45
E	5.32½	N	5.90
F	5.32½	W. G.	6.40
G	5.32½	W. W.	7.35
H	5.35	X	7.65
I	5.37½		

Starch, pearl, per 100 lbs.....	\$3.67	@
Starch, powdered, per 100 lbs.....	3.77	@
Stearic acid, single pressed, per lb..	.13	@
Stearic acid, double pressed, per lb..	.13½	@
Stearic acid, triple pressed, per lb..	.15½	@
Glycerine, C. P., per lb.13	@ .14½
Dynamite11	@ .11½
Soap, lye, crude 80 per cent, loose per lb.08½	@ .09
Saponification, per lb.09	@ .09½

Oils

Castor, No. 1, per lb.12½	@ .13½
Castor, No. 3, per lb.12	@ .13
Coconut, Ceylon, Dom., per lb.07½	@
Corn, crude, per lb.09	@
Cotton, crude, per lb. f.o.b., Mill....	.07¼	@
Cotton, refined, per lb., New York..	.08½	@
Olive, denatured, per gal.68	@ .72
Olive Foots, prime green, per lb.06	@ .06½
Palm Lagos, per lb.06½	@
Palm Niger, per lb.06	@
Palm kernel, per lb.06¼	@
Peanut, crude, per lb.09¼	@
Peanut, refined, per lb.11¼	@
Soya Beans, per lb.10½	@ .11

Chemicals

Borax crystals, per lb.03	@ .03½
Borax, granular, per lb.02¾	@ .03
Potash Caustic 88@92 per cent, per lb., N. Y.06½	@ .06%
Salt common, fine per ton	14.00	@ 20.00
Soda ash, 58 per cent, per 100 lbs..	1.34½	@ 2.11
Soda Caustic, 76 per cent, 100 lbs..	2.95	@ 3.76
Sulphuric acid, 60 degrees, per ton..	11.00	@ 12.50
Sulphuric acid, 66 degrees, per ton..	15.50	@ 16.50
Zinc, oxide, American, lead free, per lb.06½	@ .06%

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